

## Want to Give Your Market's Marketing an Extra Boost?

As market operators, while appreciate the invaluable contribution of developing a visual presence around a town in the lead up to our market day, through posters, banners and flyers. We also recognise the times they are a changing, and with that comes a need to adjust to them.

The internet has changed the game in every other industry, in-keeping with The Market People's philosophy to better the market place with complimentary use of technology, we have developed an internet marketing package to promote your markets to the public whether they are out about town, at work, at home, or on the move.

### Why Pay Us to Promote Your Market?

1. **The UK Covered:** We manually create and proofread listings for your market on 15 major UK wide events websites.
2. **The Locals Covered:** We have a continuously developing database of local events websites, journalists and social media groups and influencers to whom we send your event to maximise local exposure and let the people know you're coming to town.
3. **Traders for the Future:** Beyond the TMP registered Traders who will be notified when you create your event on The Market People, we promote your market through 5 other nationwide specialist Trader websites – so if you need Traders for this market, or perhaps the next – we are already working on it.

### What is the schedule?

Ideally, we like to work the timings something like this:

- National and Local event listings **as far in advance as possible** – as a longer lead in means, greater opportunity for exposure.
- Press Releases to local press outlets **30-60 days in advance of your market**, in order to give them time to prepare their article.
- Social media posts go out in the **week leading up to the market** so it is fresh in everyone's minds.

### Target Locals on Facebook

We have been experimenting with targeted Facebook Ads over the past year, and the results are in – for as little as an extra £30 we can improve the performance of your Facebook Event listing by an average of 536%.

## How Much Does It Cost?

### Internet Marketing Promotion Package

- Press release published to local journalists and media outlets
- Market listed on local and national events listing and 'What's On' websites
- Market promoted to local Facebook groups Twitter influencers

**£150**

### Facebook Target Advertising Campaign

- Facebook event created and boosted to promote your market to local users who have interests mostly like to visit your market

**£15 setup**  
**+ ad spend budget**  
(recommended minimum £15)

**Boost Your Market/Event**

or contact [info@themarketpeople.com](mailto:info@themarketpeople.com)