

Promotions and Advertising

With examples of press content written for promotions.

Red Nose Day for Widnes Market Great British Bake off Comic Relief day on 15th March. Nearly £1000 was raised on the day. <https://www.facebook.com/photo.php?fbid=508732609162667&set=pb.145581875477744.-2207520000.1387365238.&type=3&theater>

http://www.runcornandwidnesworld.co.uk/news/10297286.Widnes_stallholders_team_up_for_big_Comic_Relief_charity_bake/

<http://www.runcornandwidnesweeklynews.co.uk/news/runcorn-widnes-news/widnes-market-traders-bake-up-5876428>

Easter – Employed a person to walk around the market in a Chicken suit, “laying eggs” for children. Dates 29th 30th March

Love Your Market 15th May – 29th May. 2 stalls for a tenner for new traders. Also Fashion Show

<https://www.facebook.com/photo.php?fbid=527583717277556&set=pb.145581875477744.-2207520000.1387365090.&type=3&theater>

http://www.runcornandwidnesworld.co.uk/news/10568867.Love_Your_Local_Market_success/

http://www.runcornandwidnesworld.co.uk/news/10443046.Shoppers_enjoy_extra_events_and_activities_in_Halton_s_markets/

<http://www.runcornandwidnesweeklynews.co.uk/news/runcorn-widnes-news/catwalk-wonders-show-stall-style-5862483>

<http://www.runcornandwidnesweeklynews.co.uk/news/runcorn-widnes-news/fortnight-fun-advice-lined-up-5862394>

Foodbank Support

<http://www.runcornandwidnesweeklynews.co.uk/news/runcorn-widnes-news/market-traders-donate-200-trolley-5862274>

Widnes On Sea – Date changed to 31st July, 1st, 2nd, 3rd August.

http://www.runcornandwidnesworld.co.uk/news/10597547.Seaside_fun_at_Widnes_Market/

http://www.runcornandwidnesworld.co.uk/news/10614454.The_seaside_comes_to_Halton/

Cancer Charity Campaign October – Naked Calendar. 500 copies.

<https://www.facebook.com/photo.php?fbid=604128829623044&set=pb.145581875477744.-2207520000.1387365214.&type=3&theater>

http://www.runcornandwidnesworld.co.uk/news/10803101.Market_traders_strip_off_for_charity_again/

Halloween – Saturday 26th October. Super Sunday Halloween 27th October

http://www.runcornandwidnesworld.co.uk/news/10772316.Widnes_halloween_market_hailed_spooktacular_success/

American Sunday 3rd November

Christmas – Built a grotto in vacant shop unit.

http://www.runcornandwidnesworld.co.uk/news/10867942.Free_grotto_at_Widnes_Market/

Advertising

Monthly

Feb: 2nd week – Valentines/ General outdoor

March: 1st week Mothers Day / Bake Off <https://www.facebook.com/photo.php?fbid=501445549891373&set=pb.145581875477744.-2207520000.1387365238.&type=3&theater>

March: 3rd week Easter

May: 1st week <https://www.facebook.com/photo.php?fbid=510218395680755&set=pb.145581875477744.-2207520000.1387365238.&type=3&theater>

June: 1st week Fathers day <https://www.facebook.com/photo.php?fbid=538866782815916&set=pb.145581875477744.-2207520000.1387365220.&type=3&theater>

General/ Promotions Advertising

May Widnes Market Sponsored Independence Day. (for 1 month in World Newspapers). Highlighting independent traders in the market etc.

Widnes On Sea <https://www.facebook.com/photo.php?fbid=556841544351773&set=pb.145581875477744.-2207520000.1387365218.&type=3&theater>

Halloween Sunday <https://www.facebook.com/photo.php?fbid=589855881050339&set=pb.145581875477744.-2207520000.1387365214.&type=3&theater>

American Sunday <https://www.facebook.com/photo.php?fbid=597165560319371&set=pb.145581875477744.-2207520000.1387365214.&type=3&theater>

Shop local Saturday <https://www.facebook.com/photo.php?fbid=611350432234217&set=pb.145581875477744.-2207520000.1387365212.&type=3&theater> – sponsored pages in local press

December: Xmas, grotto <https://www.facebook.com/photo.php?fbid=61146438222822&set=pb.145581875477744.-2207520000.1387365212.&type=3&theater> <https://www.facebook.com/photo.php?fbid=607745575928036&set=pb.145581875477744.-2207520000.1387365214.&type=3&theater>

Wrote an article for press regarding old market traders still trading which ran on Weekly News Ray Miller nostalgia page for 2 weeks

<https://www.facebook.com/photo.php?fbid=567554036613857&set=pb.145581875477744.-2207520000.1387365218.&type=3&theater>

Facebook and Social Media – massive jump when car damaged in car park, maintained steady rise from then on.

Facebook

Total Page Likes as of Today: 1,213

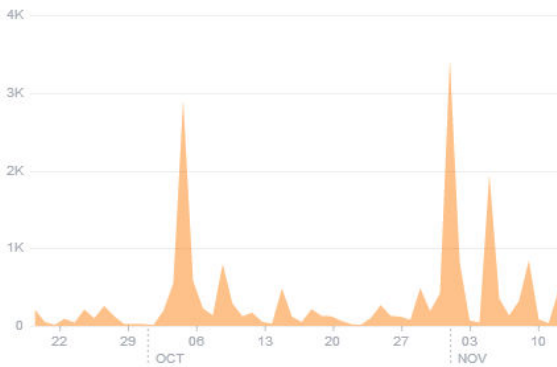


BENCHMARK
Compare your average performance over time.

Total Page Likes

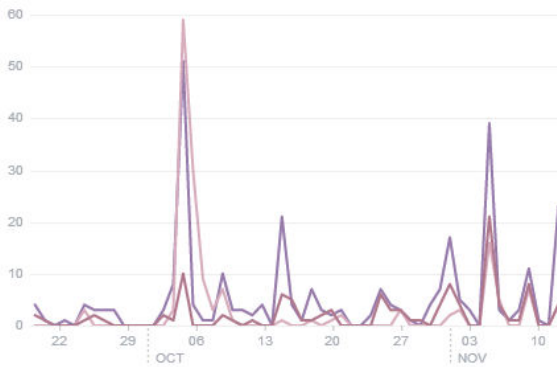
Post Reach

The number of people who saw your posts.



Likes, Comments and Shares

These actions will help you reach more people.



Twitter



Widnes Market
@Widnes_Market

Traditional market value in a modern setting. Serving Widnes, Runcorn, Warrington and Merseyside, 5 days a week. Closed Tues & Sun. Flea Market Wednesdays.

Widnes, Cheshire · widnesmarket.com

1,055
TWEETS

1,957
FOLLOWING

1,714
FOLLOWERS

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