

Executive Summary

Problem Statement : As we are trying to implement Markets in Northstowe for the first time, we need to create our brand awareness and also promote people to come and visit the Markets to make it a success. Our reputation depends on it.

RESULTS : We could reach people more effectively and also track their behaviour by implementing this.

BUDGET/ RESOURCES: We would have to create Markets logo, separate FB, Twitter, Instagram page, email address, Dedicate a section in NTC website to markets and a link for traders to apply

TIMELINE:

- Winter Markets:
 - Having a Facebook, Instagram and Twitter account is essential, so we could advertise dates/times/location and track comments and feedback.
 - Have a link for traders to register.
 - Separate email account.
 - Separate section in NTC website.
 - We would have to have this ready by the end of this year.
- Pilot Markets
 - Continue using Facebook, Instagram and Twitter created for Winter markets along with link for traders to register.
 - Logo for Pilot Markets.

Social Media Goals

- Create Facebook and Instagram pages along with official logo for the Markets.
- We will grow our Facebook and Instagram audience by 50 new followers per month
- Update the social media account every week with an intention to engage customers/residents
- Maintain an SLA to reply on the feedback or comments.

Action Points

- Call for volunteers who can create content for us.
- Content to be drafted/reviewed by the WG
- Clark to post content in different websites provided by WG and backlink to FB, Twitter, Instagram accounts
- Clark to monitor emails and forward them to WG for responses.
- Dedicate a section in NTC website for Markets, with details including trading hrs, contact details list of traders, T&C, link to apply to trade.
- Cross post in nearby markets websites like
 - Ely markets,
 - St.ives
 - Huntington markets
 - Longstanton, Willingham, Over, if available.
- Post in
 - <https://visitsouthcambbs.co.uk/see-do/markets>

- Flyers in Northstowe notice boards, Willingham and Longstanton Parish council notice boards and in Coop Longstanton.
- Cllrs to share these links within their local community WhatsApp's groups.