Details of work to be carried out

Objectives

- To promote tourism and increase footfall to Portobello Market
- To maintain the reputation of Portobello Market as a shopping destination and promote local businesses/ street traders and events
- Bear in mind that part of Portobello is a Council operated market and should not reference any political, contentious, or otherwise sensitive messaging in posts by maintaining politically neutral platform.
- To bring the social media platform up to date with current social trends and London competitor channels.
- Increase and improve visitors to regular Portobello events such as Sunday markets and Christmas markets
- Drive positive discussion and engagement on @PortobelloMarketOfficial Instagram (19.5k)
- Increase visits to and engagement with www.visitportobello.com website , currently 41,000 visits a month.
- Drive trader engagement with Portobello Market online trader directory and encourage visitor use
- Manage requests for trader spotlight stories

Key Performance Indicators

Followers	A monthly increase of the following on @portobellomarketofficial by 2%
Mentions and engagement	A noticeable increase in tagged posts from visitors, directories, tourism pages, influencers etc Increased engagement in posts and story responses (conduct polls, quizzes, invite participation)
Website visitors	Support increase in website visits directed from social media year on year by linking URLs to relevant content.
Local events	Support the attendance for events promoted on VisitPortobello social
Building partnerships	Outreach local businesses, events, markets and offer marketing support as per partnership strategy
Channel growth	Present opportunities and ideas to share content within other linked social channels (Facebook (11k), Twitter (8.2k), Tiktok)

Deliverables

Community management	• Respond to comments and visitor queries in a timely manner. • 24/7 spam monitoring for inappropriate engagements and reporting these to point of contact. • Building conversation with engaging post content such as questions, polls and requests for content submissions.

Original content creation and scheduling	• Provide engaging text, image and video content for social media
	• Content will be planned one month in advance where possible with representatives from Westway Trust and RBKC at bi-weekly planning meetings
	• Content to cover all sections of the market in a consistently fair spread. Sections of the market include:
	  • Acklam Village Market (food)
	  • Portobello Green Vintage Market (vintage clothing)
	  • 281 Portobello Green Arcade
	  • All shops, restaurants and bars along Portobello road and Golborne Road.
	  • Podobello (Thorpe Close pods)
	  • Golborne Road shops and traders
	  o Antiques & Collectibles
	  o Market Food
	  o Fresh produce
	  o Events on Tavistock Square:
	    • New Youthquake (minimum 2 events per year)
	    • Sustainability fair
	    • Open art fair
	    • Christmas market
	• Quarterly evaluation report meetings
	• Maintain live accessible dashboard and schedule provided on platform of choice

Maintenance of page design using brand scheme	Using brand colours and fonts where appropriate to push visual identity.
Management of paid ads	• Creation of copy and video/image content for paid campaigns if not provided by Westway Trust or RBKC. • Use of analytics and current trends to make recommendations for ad spend to reach target audience for campaign. • Monitoring success of ads and reporting to Westway and RBKC mid-campaign and at the end of campaign date. v

Identifying Influencers	- Identify and outreach influencers for upcoming campaigns to help maximise reach. - Influencers to be categorised to different sections of the market with estimated costs per post and estimated reach - Report on relevant metrics when Influencers have posted to monitor effectiveness.
Reporting	- Monitor and report on feedback and reviews from visitors. - Report where @Visitportobello has been tagged by visiting influencers that have not been contracted and size of audience - Quarterly visual report provided covering - Audience engagements - FAQ's - Account growth - Recommendations