

01



# EASTERN MARKET MARKETING PLAN

Presented by Alejandra Calvache

MARCH 2024



02

# AGENDA

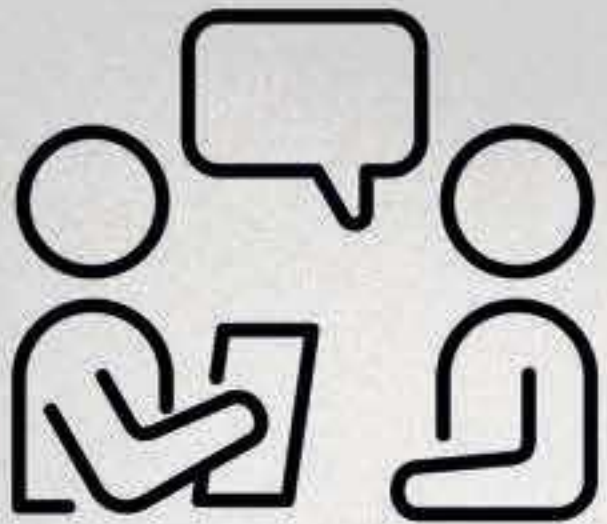
01	SWOT ANALYSIS
02	MARKETING GOALS
03	TARGET MARKET
04	GROW THE COMMUNITY
05	DIGITAL PRESENCE



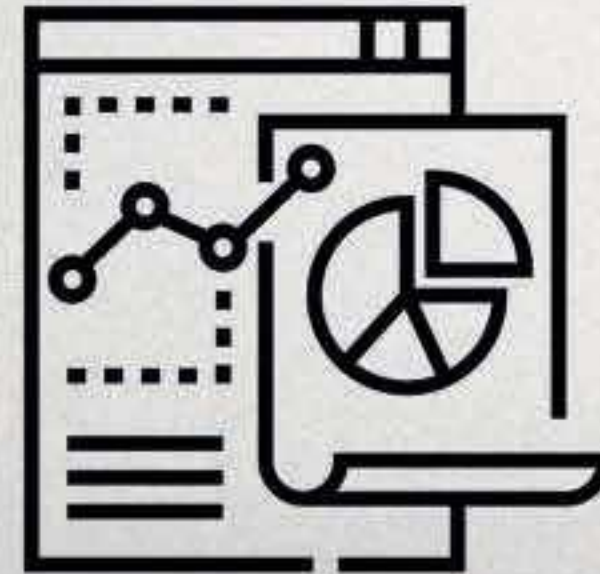
03

# RESEARCH METHODOLOGY

## INTERVIEWS



EM MANAGEMENT  
EM VENDORS  
EM MERCHANTS  
EM MAIN STREET



## SECONDARY DATA ANALYSIS

EM STRATEGIC PLAN 2020  
EMCAC MONTHLY REPORTS  
DOT SURVEY RESULTS  
YELP AND GOOGLE REVIEWS

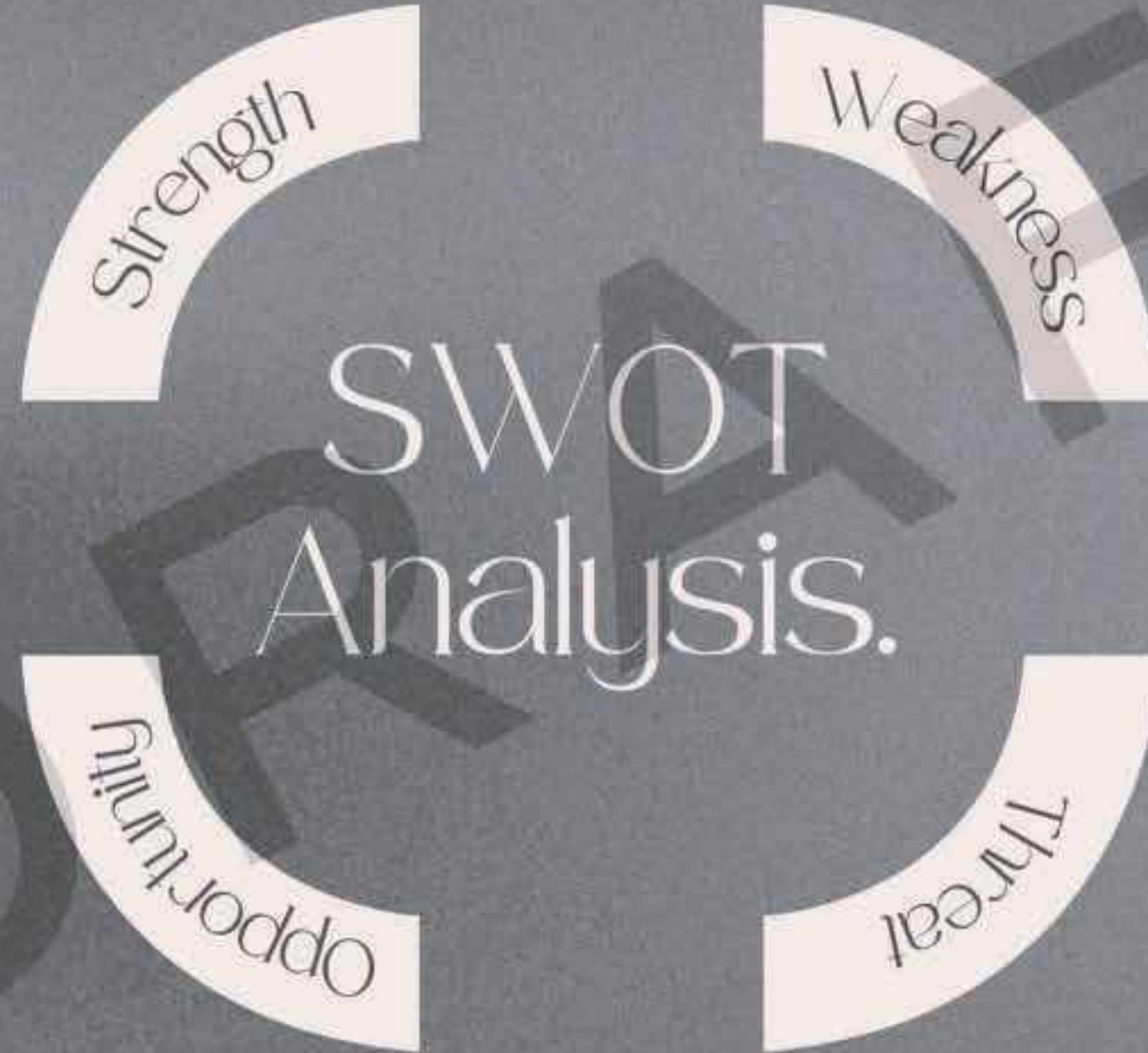




04

ICONIC MARKET OF D.C. AND  
THE CAPITOL HILL AREA,  
STRONG BRAND AWARENESS,  
HIGH CUSTOMER  
SATISFACTION AND LOYAL  
CUSTOMERS.

PARTNERSHIP OPPORTUNITIES TO  
SEND ONE UNITED MESSAGE.  
IMPROVE SOCIAL MEDIA  
PRESENCE. PERSONALISED  
ATTENTION TO CUSTOMERS.  
GROW THE MARKET COMMUNITY.



NO MARKETING BUDGET.  
WEAK ONLINE PRESENCE  
VERSUS COMPETITORS.  
LOW ENGAGEMENT IN  
SOCIAL MEDIA.

NEW, TRENDY MARKETS LIKE  
UNION MARKET ATTRACT A  
YOUNG POPULATION.  
GROCERY STORES AROUND  
THE NEIGHBORHOOD OFFER  
CHEAPER PRODUCTS.



05

# MARKETING GOALS



## Grow the community

Attract new vendors and build loyalty with new and old customers.



## Digital presence

Increase social media followers and engagement. Update website.



## Financial Objectives

Host more events at North Hall to increase revenue. Raise a marketing fund.

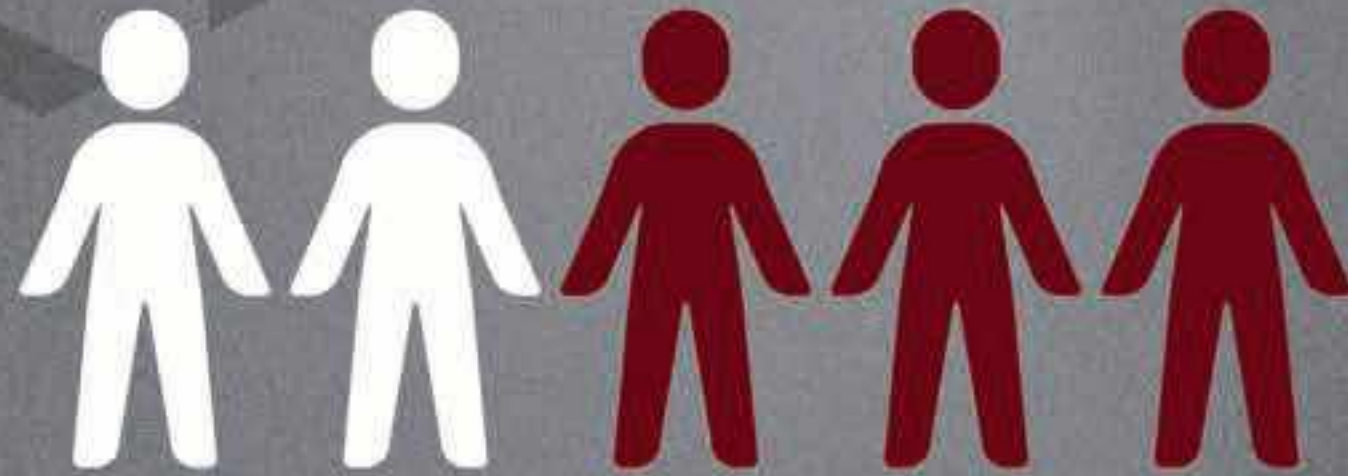


06

# TARGET MARKET

## FAMILIES IN THE NEIGHBORHOOD

The main target is families that live in Capitol Hill or nearby areas. They have high purchasing power. Families are composed of 1 or 2 kids or dogs, young couples between 35 to 45 years old. As a second target group, we have tourists from the area, mainly for the weekends.





07

# CUSTOMER PROFILE



**49%**

VISIT EM MARKET  
ONCE A WEEK  
OR MORE



**50%**

PREFER TO SHOP  
AT EM ON THE  
WEEKEND



**70%**

BUY FRESH  
FRUITS AND  
VEGETABLES



**57%**

BUY ARTS  
AND CRAFTS



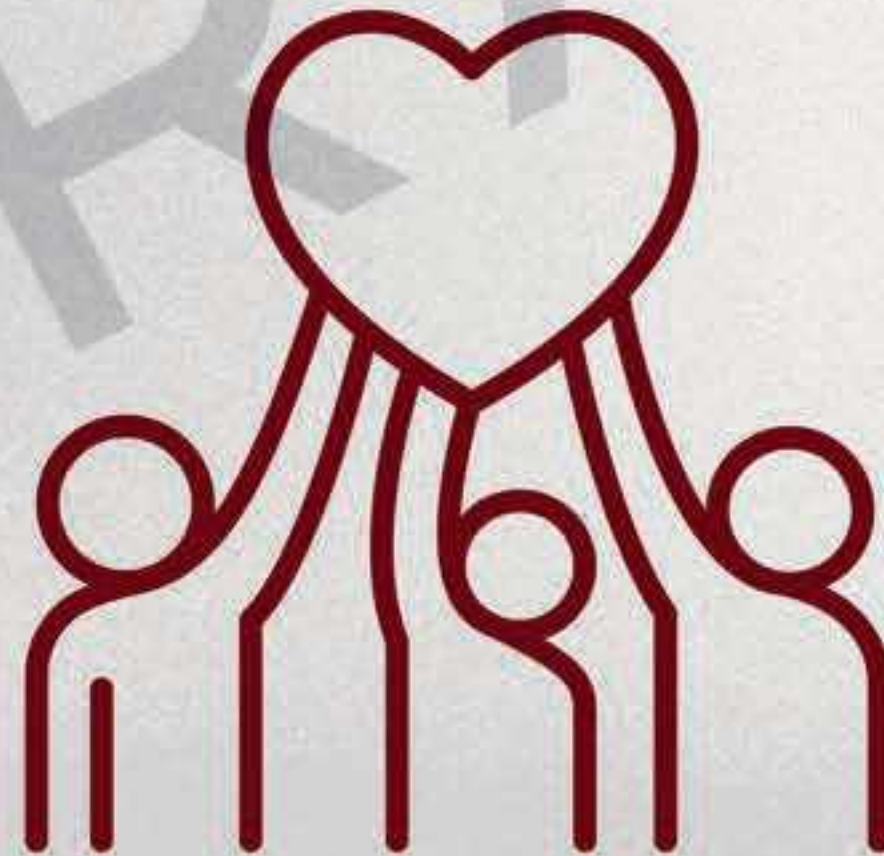
**47%**

LIVE IN  
CAPITOL HILL  
AND 15% ARE  
TOURISTS.

SOURCE: DOT SURVEY 2016 AND EM STRATEGIC PLAN 2020



# GROW THE COMMUNITY







09

## COMMUNITY ENGAGEMENT

COMMUNITY CALENDARS:  
ENSURE THAT ALL EVENTS  
ARE LISTED IN COMMUNITY  
CALENDARS, BOTH IN  
PRINT AND ONLINE.

**THEME-  
BASED  
MONTHS**

**FAMILY FUN  
DAYS**

**COMMUNITY  
VOLUNTEER  
DAYS**

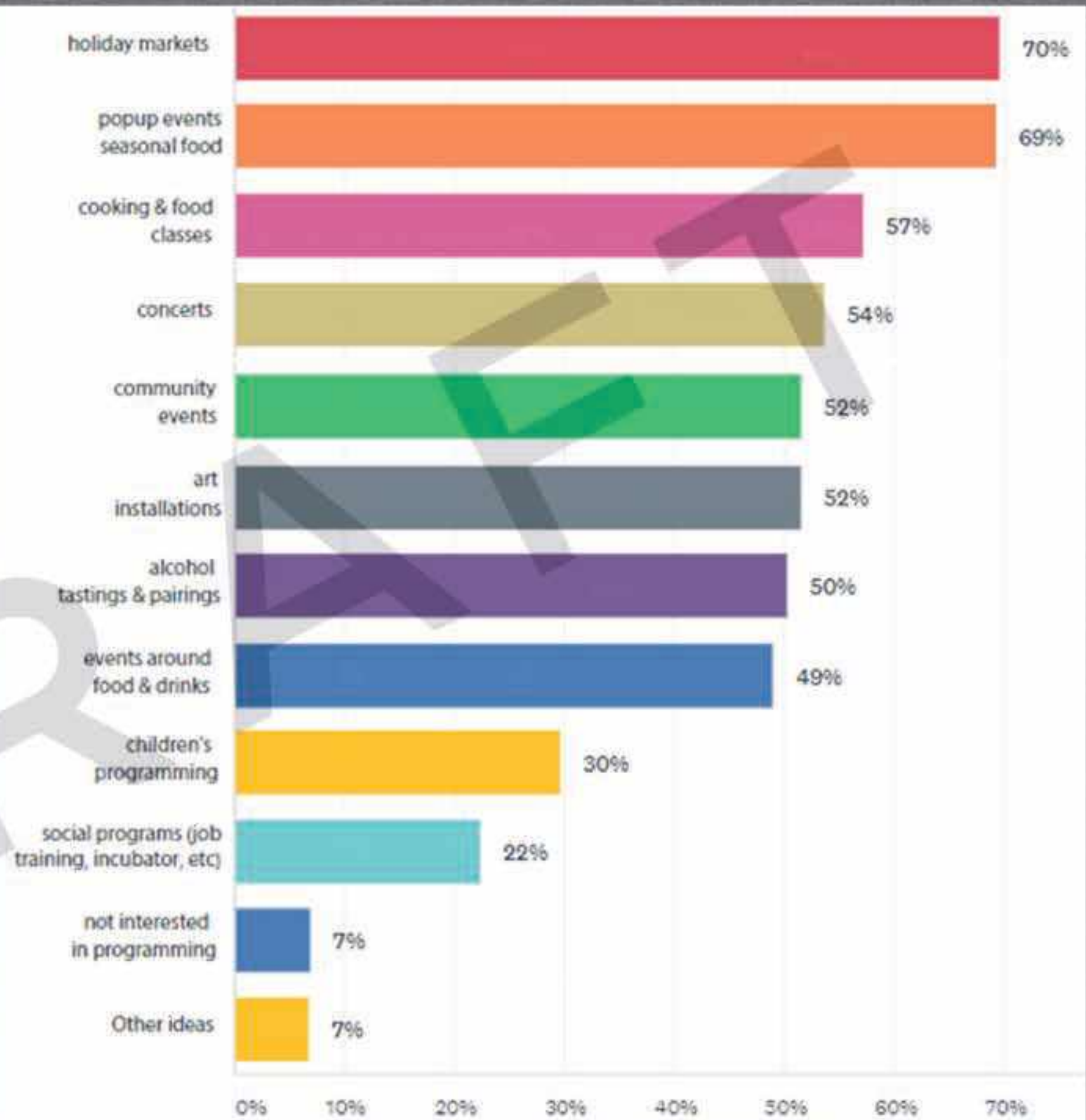


10





# WHAT PROGRAMMING WOULD YOU LIKE TO SEE AT EM?



SOURCE: EM STRATEGIC PLAN 2020



12



**ARTISAN  
WORKSHOPS FOR  
FAMILIES  
(PARTNER WITH  
VENDORS)**

**"SKETCH YOUR  
MARKET" DAY: USE  
MATERIAL FOR  
SOCIAL MEDIA**

**"MEET YOUR  
NEIGHBOR"  
PICNIC,  
"DIVERSITY  
MARKET" FOOD  
AND COSTUMES**

**VENDORS AND  
MERCHANTS  
SCAVENGER HUNT**







**VENDOR SUPPORT AND DEVELOPMENT:  
BUSINESS DEVELOPMENT, MARKETING,  
AND CUSTOMER ENGAGEMENT  
STRATEGIES (LOYALTY).**

**CUSTOMER LOYALTY PROGRAMS:  
DISCOUNTS, EARLY ACCESS TO SPECIAL  
EVENTS, OR EXCLUSIVE PRODUCTS.**



**WE WANT YOUR  
FEEDBACK**

**THROUGH EM MAIN STREET MAILING LIST, SEND TWICE A YEAR AN  
ONLINE SURVEY FOR CUSTOMERS AND VENDORS TO LEAVE FEEDBACK.  
ASK FOR REVIEWS ON YELP AND GOOGLE REVIEWS.**



# DIGITAL PRESENCE





# WEBSITE ANALYSIS





# WEBSITE ANALYSIS

DEC 2023-FEB 2024



UNION  
MARKET

GRAND CENTRAL  
MARKET  
LOS ANGELES SINCE 1917

## Engagement ⓘ

Metric	● easternmarket-dc.org	● unionmarketdc.com	● grandcentralmarket.com
📅 Monthly visits	22,608	37,707	58,362 🏆
👤 Monthly unique visitors	11,525	23,934	36,124 🏆
👤 Visits / Unique visitors	1.96 🏆	1.58	1.62
🕒 Visit duration	00:00:21	00:01:56	00:02:19 🏆
📄 Pages per visit	1.98	6.05 🏆	4.01


SOURCE: SIMILARWEB, MARCH 2024

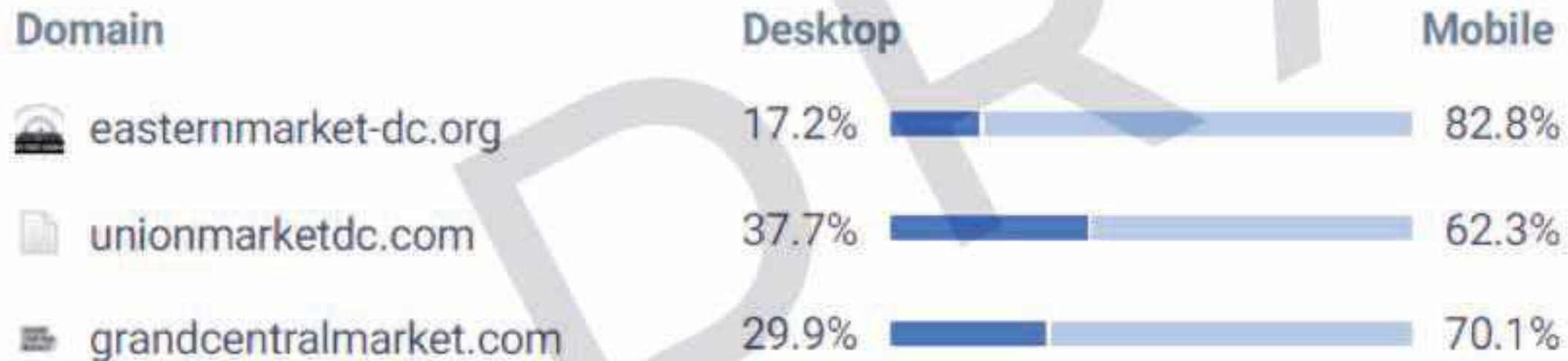


# WEBSITE ANALYSIS




## Device distribution

 Dec 2023 - Feb 2024  Worldwide



## Country rank

 Dec 2023 - Feb 2024  United States

Domain	Rank
 easternmarket-dc.org	#300,205
 unionmarketdc.com	#103,165
 grandcentralmarket....	#136,750

## Industry rank

In  Food and Drink/Restaurants and Delivery

Domain	Rank
 easternmarket-dc.org	#12,733
 unionmarketdc.com	#4,099
 grandcentralmarket....	#4,741



# WEBSITE ANALYSIS



## Channels overview

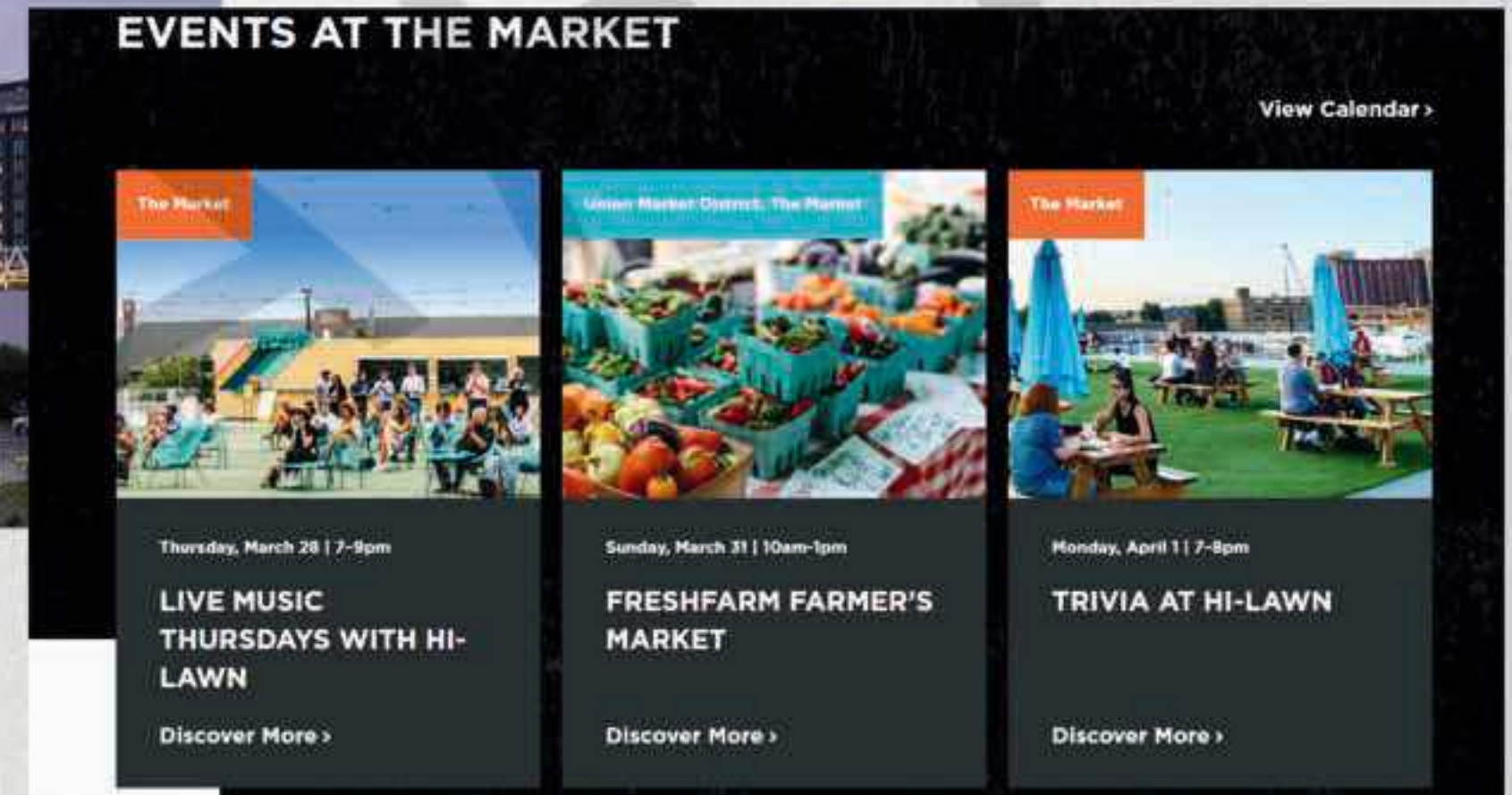
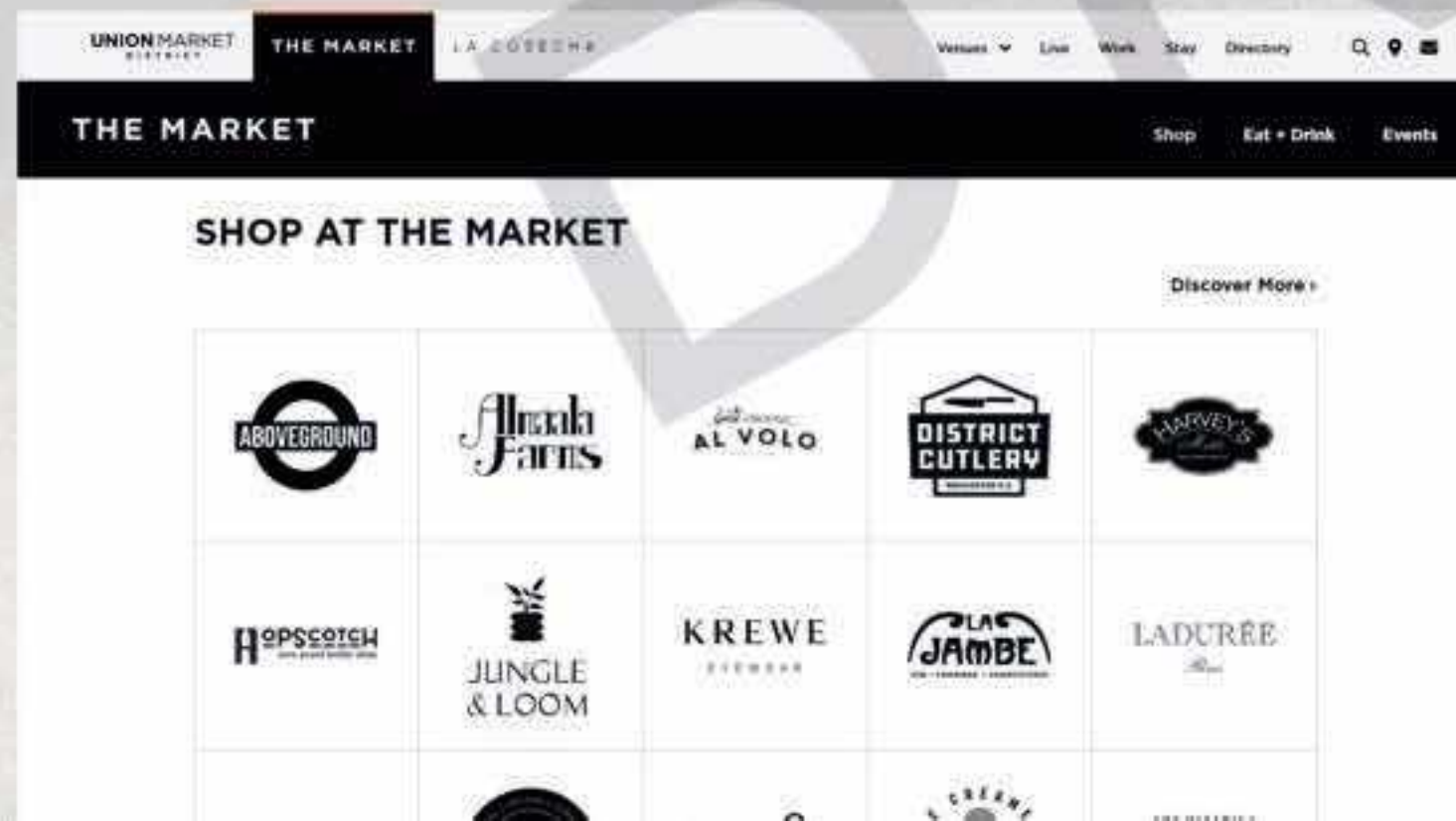
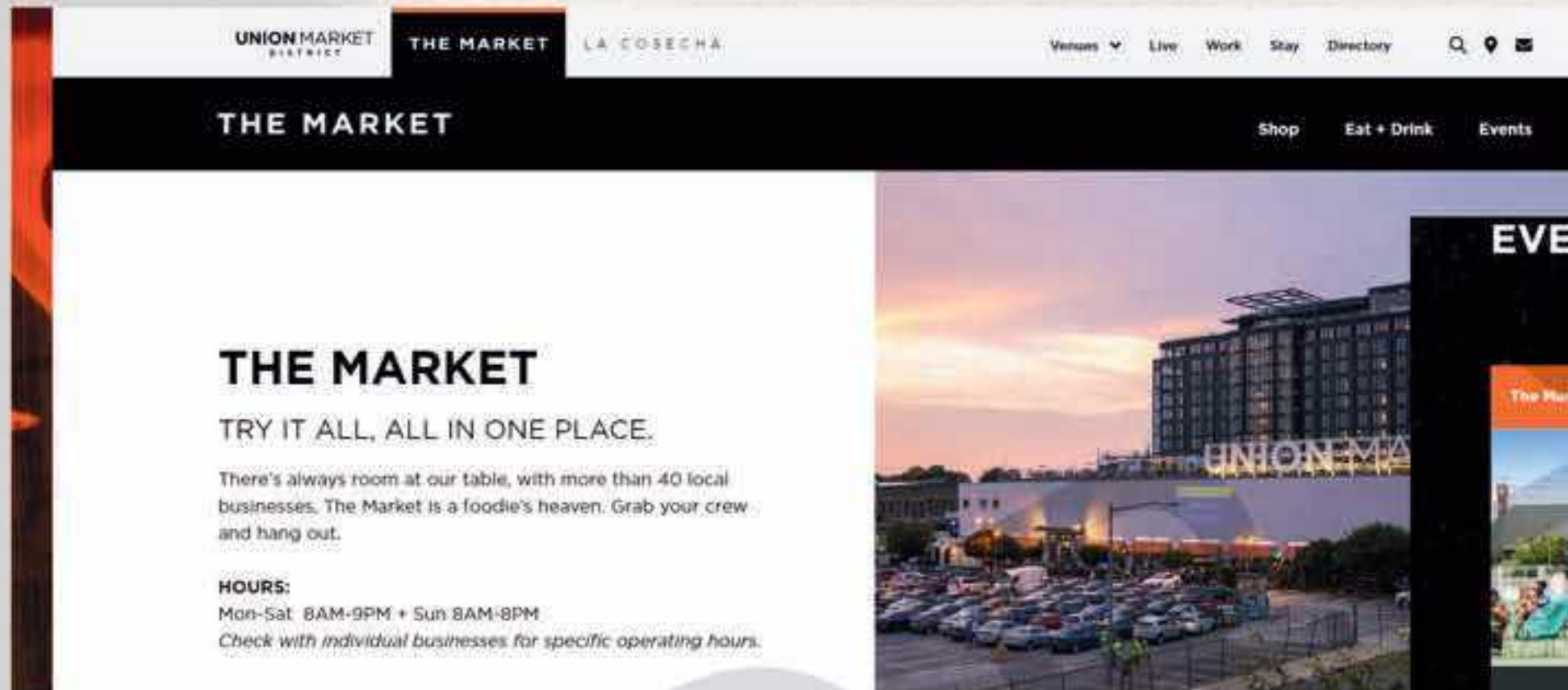
Dec 2023 - Feb 2024 Worldwide All traffic





19

# WEBSITE ANALYSIS



UNION MARKET WEBSITE IS VERY USER FRIENDLY. IT IS ORGANIZED AND HAS A MODERN DESIGN. IT IS CONSTANTLY UPDATED WITH EVENTS. YOU FIND A CLEAR DISPLAY OF ALL VENDORS CATEGORIZED IN DIFFERENT SECTORS. INTEGRATES SOCIAL MEDIA.



## EM WEBSITE UPDATE SUGGESTIONS

**1. ENHANCE USER EXPERIENCE: NEW THEME, MOBILE FRIENDLY, EASY NAVIGATION**

**2. VENDOR SPOTLIGHT SECTION: HIGHLIGHT VENDORS AND MERCHANTS**

**3. EVENT CALENDAR INTEGRATION: KEEP IT UPDATED AND SHOULD BE DYNAMIC.**

**4. SOCIAL MEDIA INTEGRATION: LIVE FEEDS FROM INSTAGRAM AND USER GENERATED CONTENT.**

**5. USE HIGH QUALITY PHOTOS THAT CONVEY THE VIBRANCY OF THE MARKET**





21

SHARE OF ADULTS USING:

# OVERVIEW SOCIAL MEDIA IN THE USA



302.35 M



74%



61%



42%

SOURCE: DEMANDSAGE 2024



22

# SOCIAL MEDIA COMPETITORS



49K

27.1K  
1308  
posts

153



55K

121K  
1889 posts

581



44K

364K  
2984  
posts

1012



23



# BEST PRACTICES FROM COMPETITORS



- **Keep it alive by posting once a week .**
- **Use it to communicate events, create the event on the platform.**
- **Create a community and sense of belonging.**

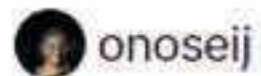
- **Focus on stories and short videos, carousel posts (at least 4).**
- **Regular posting, minimum three times a week.**
- **Use high quality photos and videos, trending songs.**
- **Feature specific vendors each time.**
- **Share user generated content.**
- **Collaborations with influencers, foodies, etc have a big success.**



# TIKTOK FINDS



Things to Do in DC - High Vibrational Edition ✨...



onoseij

▶ 25.4K



love that they serve affordable breakfast options...



dmvbite

▶ 45.3K



eastern market is a forever fav farmers market in washington...



peytonjohn...

▶ 137.6K

**SHORT-FORM VIDEO  
CONTENT ON SOCIAL  
MEDIA, TYPICALLY  
LESS THAN A MINUTE  
IN LENGTH IS 2.5  
TIMES MORE  
ENGAGING THAN ANY  
OTHER CONTENT**

**SOURCE: DEMANDSAGE 2024**



# CONTENT CREATION IDEAS



- **THINGS TO DO IN AND AROUND EASTERN MARKET**
- **ONE DAY AS A MANAGER OF EASTERN MARKET**
- **VENDOR/MERCHANT TAKE OVER ! SHOWCASE A DAY IN THE MARKET IN THEIR SHOES**
- **GIFT GUIDE / FOOD GUIDE**
- **NEW ARRIVALS AT THE FARMERS MARKET/SEASONAL PRODUCTS: HIGHLIGHT THE FRESHNESS**
- **CONTEST: POST A PHOTO OR SHORT VIDEO OF YOUR DAY AT EM “FAMILY FUN AT EASTERN”.**
- **FEATURE VENDORS STORIES : VENDOR SPOTLIGHT SERIES , BEHIND THE SCENES**
- **CONTENT FROM PREVIOUS EVENTS AND ANNOUNCEMENT FOR FUTURE ONES.**
- **PICK A FRUIT/ VEGETABLE AND HIGHLIGHT HEALTH BENEFITS.**
- **HOST Q&A SESSIONS OR POLLS ON INSTAGRAM STORIES REGARDING WHAT CUSTOMERS LOVE ABOUT THE MARKET OR WHAT THEY WANT TO SEE.**
- **EM CHALLENGE : WHICH DISH CAN YOU PREPARE USING ONLY EM INGREDIENTS?**
- **MAKE A “HIGHLIGHT OF THE WEEK” VIDEO WITH THE BEST PRODUCTS, SMILES, MOMENTS.**





26

# POTENTIAL COLLABORATIONS

**@WASHINGTONPOST**  
**@WASHINGTONBUCKETLIST**  
**@YOURDCBESTIE**  
**@SECRET.WASHINGTON.DC**  
**@EMBASSYLIFEINDC**  
**@WASHINGTONDC.TRAVELS**

**@WASHINGTONIANMAG**  
**@DCSPOT**  
**@DMVFOODIE**  
**@CHLOEINDC**  
**@HIGHVIBEDC**

**NOT ONLY PROMOTE THE MARKET'S OFFERINGS BUT ALSO BUILD A  
VIBRANT ONLINE COMMUNITY**



# EM MAIN STREET COLLABORATION



- 1. SEND INFORMATION REGARDING SPECIAL PRODUCTS TO BE FEATURED ON THEIR SOCIAL MEDIA OR NEWSLETTER.**
- 2. SHARE A CALENDAR OF EVENTS FOR THE FULL YEAR SO VENDORS CAN PLAN ACCORDINGLY (CHERRY BLOSSOMS, EARTH DAY, MOTHERS DAY).**
- 3. CREATE A MANUAL FOR VENDORS : HOW TO USE SOCIAL MEDIA, WITH BASIC INFORMATION LIKE ACCOUNTS, HASHTAGS, DO ´S AND DONT ´S, HOW TO TAG TO BE FEATURED ON EM MAIN STREET ACCOUNT AND EM ACCOUNT.**
- 4. TAKE ADVANTAGE OF EMAILING LIST TO SHARE IMPORTANT NEWS ABOUT THE MARKET (ONCE A MONTH).**
- 5. DESIGNATE ONE PERSON TO BE THE COMMUNICATION BRIDGE BETWEEN JUDY AND EM VENDORS AND MERCHANTS.**