

# CLAREMONT

TOWN CENTRE



Marketing Toolkit for Businesses

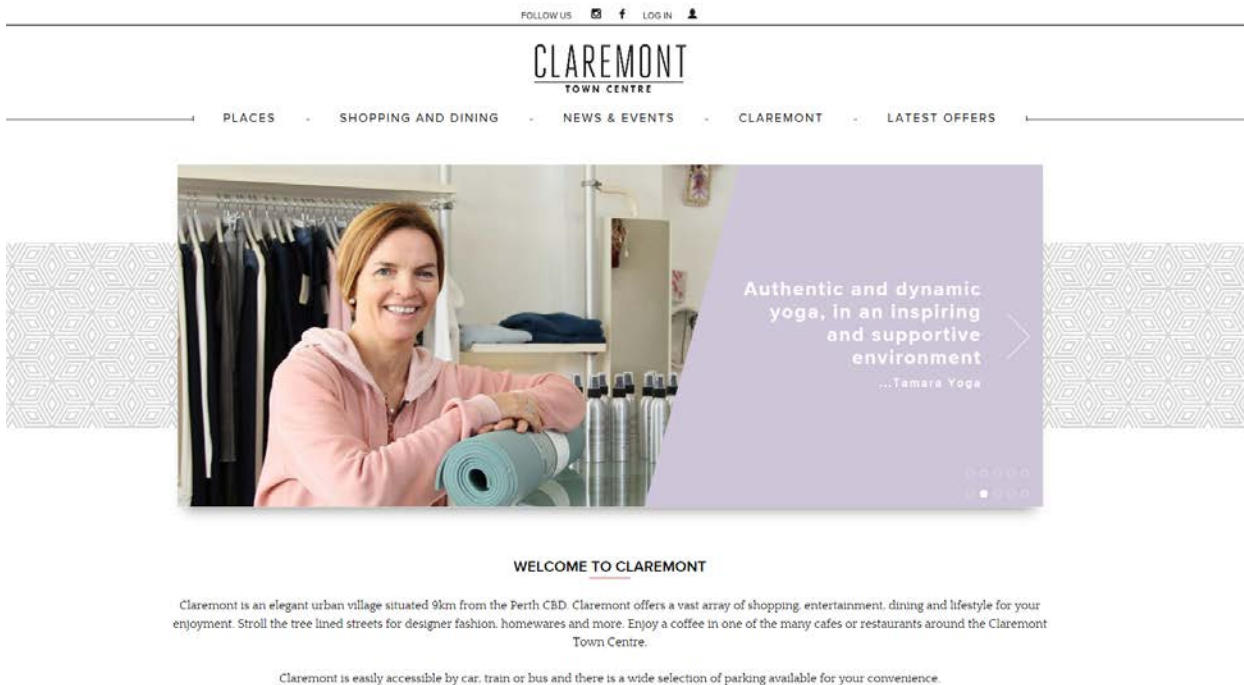
## About Claremont Town Centre

Claremont Town Centre has been established by the Town of Claremont and Claremont Now Inc. as the town's place marketing identity. The 'Claremont Town Centre' project aims to create and promote an aspirational Claremont brand and market Claremont as a premier lifestyle destination in Perth.

This toolkit has been developed to assist businesses to leverage, promote and grow the Claremont Town Centre brand as we aim to make Claremont the premier place to shop, dine and be entertained.

Claremont Town Centre activities are coordinated by the Claremont Now Project Officer, who can be contacted at 9285 4300 or [ctc@claremont.wa.gov.au](mailto:ctc@claremont.wa.gov.au). We would love to hear your creative ideas for events and campaigns to promote the Claremont Town Centre!

## Claremonttowncentre.com.au



The Claremont Town Centre website is the first port of call for happenings within the Claremont Town Centre. The website aims to convey the 'Claremont Town Centre' experience and influence visitor numbers to the Town.

Improvements are being made to the website so as to increase our content, functionality and imagery to ensure the website is a comprehensive listing of all there is to do and see within the Claremont Town Centre.

## Social media strategy

Claremont Town Centre is represented on social media through Facebook and Instagram. Both channels are managed by the Claremont Now Project Officer.

### Facebook – [facebook.com/claremonttowncentre](https://facebook.com/claremonttowncentre)

**CLAREMONT TOWN CENTRE**  
Public Places & Attractions

Contact Us

Timeline About Photos Events More

886 likes +4 this week

5 were here 0 this week

Invite friends to like this Page

373 post reach this week

**Find Customers Near You**  
You could reach 61,000 people within 3 miles of Claremont, Western Australia.  
[Promote Local Business](#)

**ABOUT**

CLAREMONT  
Swan River  
College Park

**Status** Photo / Video Offer, Event +

Write something...

**6 Scheduled Posts**  
Next post scheduled for today at 11:57pm. See posts.

**Claremont Town Centre**  
Published by Callie Michelle [?] · 16 hrs · Edited [?] ·

Here's a good reason to visit Claremont Town Centre: It's VIP Day at Picnic Clothing tomorrow, with 25% off for all VIPs. Not a VIP? Join in store!

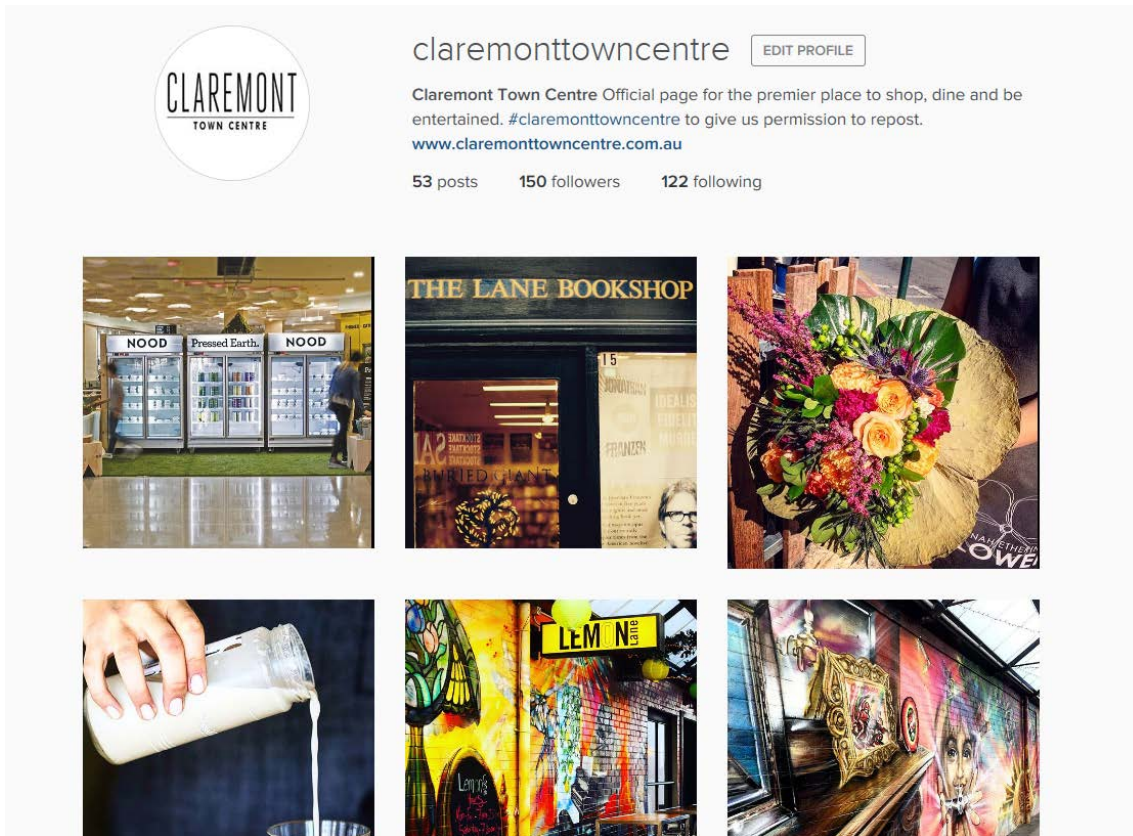
Objective: to promote Claremont as a premier lifestyle destination, increase engagement with our target audiences and promote our local businesses.

Engage with us through the following methods:

- Like our page!
- Share our posts, or comment on our posts

- Email us any special offers, great photos of your business, or any events or creative campaigns you are running for a potential feature on our page
- Tag Claremont Town Centre or utilize the #claremonttowncentre hashtag in your posts

## Instagram – [instagram.com/claremonttowncentre](https://www.instagram.com/claremonttowncentre)



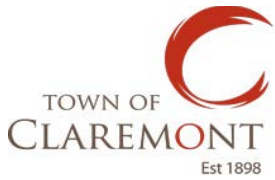
Objective: to reach new audiences and raise awareness of Claremont as a destination.

Engage with us through the following methods:

- Follow us on Instagram!
- Like, comment on, or regram our photos to your followers
- Tag @claremonttowncentre in your photos or utilize the #claremonttowncentre hashtag in your posts. This also allows us to share your photos with our audiences

## Connect with others

It is becoming increasingly important in this day and age to have a digital presence in order to market your product effectively and reach old and new audiences.



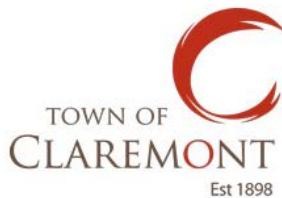
## Marketing Toolkit for Businesses

The easiest ways to do this are through social media channels such as Facebook and Instagram, which have the advantage of allowing you to communicate directly with your target audiences. They are also cost effective ways to market your business to a large audience.

Don't have a social media presence? Want to expand your social media know-how? We're currently taking expressions of interest for social media workshops to help you engage better with your consumers. The Town of Claremont will be running two free workshops for businesses to help you engage better with your audiences.

Email [ctc@claremont.wa.gov.au](mailto:ctc@claremont.wa.gov.au) to register your interest! Please include details on what sort of social media training you would like, and the times (morning, afternoon, evening) that would suit you.

## Claremont Town Centre Business Newsletter

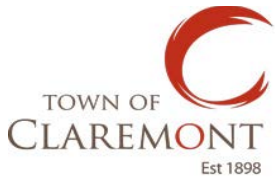


*Keeping in touch, and keeping businesses informed on the Claremont Now project.*



**Your premier place to shop, dine and be entertained**

**GET INVOLVED**



## Marketing Toolkit for Businesses

Sign up for the monthly Claremont Town Centre Business e-Newsletter to keep up with upcoming events and opportunities for you to promote and grow your business. The e-Newsletter is distributed to businesses within the Claremont Town Centre and serves as a forum for business-to-business communication. We endeavour to keep you informed of the happenings within Claremont Town Centre.

To subscribe to the Newsletter, email [ctc@claremont.wa.gov.au](mailto:ctc@claremont.wa.gov.au).