

**Preservation Station**

9661 Highway 56
Owensboro, KY 42303

Market: 270.616.7007
Restaurant: 270.616.7000

Dear Fall Market Vendor,

We can't wait to shop your booth at **Preservation Station's Fall Market Days**, Sept 6–7. Attached is a quick promo kit to help spread the word to your followers so we can pack the gym!

It's Fall Y'all

**FALL
MARKET
DAYS**

Event: Fall Market Days 2025
Dates: Saturday–Sunday, Sept 6–7
Location: 9661 Highway 56, Owensboro, KY 42303
Hours: 10 a.m. – 5 p.m. both days

As a thank-you, vendors who complete the 3-post challenge will be entered to win a Sunday Buffet for two at our restaurant!

See you soon!

Jennifer

Jennifer & the Preservation Station Team



Jennifer Higdon

270.616.7007

jennifer@visitpreservationstation.com

PS

FALL MARKET DAYS



PRESERVATION STATION

Market • Restaurant • Event Center

VENDOR SOCIAL MEDIA GUIDE

Grow your Facebook followers

Did you know that Preservation Station has over 56,000 Facebook followers! This means that whenever we tag or share each others posts, more people will see what is happening at the Station and in your booth!

When you see us post about the upcoming Fall Market Days, you can help grow excitement and participation with your followers when you repost or share on your page.

We will also be creating a list of each participating vendor in this year's market, so that you will know how to find their social media page. If each of you will commit to following the other vendors page, we could all potentially get 50-100 new followers overnight! Add a spouse and double that. Encourage 5 friends to do the same and we could all see 300-500 new followers by Market Days.

Use the Hashtag #FallMarketDays2025

What's the big deal with the #hashtags?

This little “#” can do a lot. It can help us find and share each other's posts. Build buzz under one shared community tag.

It makes your post Clickable & Searchable.

- When you add a hashtag (e.g. [#FallMarketDays2025](#)), it becomes a clickable link.
- Clicking or searching a hashtag shows other posts using the same tag, including from pages, groups, and friends (depending on privacy settings).

It can Categorize Content.

- Hashtags group related content together, so posts about an event or topic are easier to find. (Meaning that once someone on my FB page clicks the [#FallMarketDays2025](#), they can find related content (on your page).

Posting Frequency for Vendors

Weeks 7-5 out (July 20-Aug 9) 1-2 post/week
Weeks 4-2 out (Aug 10-Aug 30) 2-3 posts/week
Week of Event (Sept 1-7) 3-4 posts/week
including a final push and live updates

That's about 15-20 total posts leading up to the event.

Multiply the reach by 100 Vendors!



#Hashtag Strategy

(Vendor Cross-Promotion)

All **Fall Market Days vendors** should use the same hashtag **#FallMarketDays2025**.

Vendors can easily see and share each other's posts and build Buzz around the event.

Vendors can share **User-Generated Content (UGC)** by tracking the tag. UCG is any content created by your followers, shoppers, vendors, or fans, other than by you.

For example, a shopper posts a photo of a booth they love, or a vendor posts a video setting up their space, or a group of friends shares a selfie at the event.

Now you (the vendor) can go to your Facebook page and search **#FallMarketDays2025**. You will now be able to connect to amazing photos and stories that everyone's shoppers and fans have created.

You can reshare the content on your own Facebook page. People **LOVE** seeing their photos and posts reshared! (Be sure to give credit to the source by adding a "@" before their name.) Now your "re-post" will appear on their Facebook page (even if they haven't followed your page).

Best times to Post

Lunch Scroll Window

11:30 a.m. - 1:00 p.m.

Evening Engagement

7:00 p.m. - 9:00 p.m.

20 Post Ideas for Vendors

Hype & Countdown (Build Excitement)

- **"See you soon!"** Post – Announce you're vending at #FallMarketDays2025 with dates and location.
- **Countdown Graphic** – "3 weeks until Market Days!" (Include sneak peek image)
- **"Last Market, We Sold Out!"** – Use throwback photos or testimonials.
- **"Top 3 Things You'll Find at My Booth"** – Short video or carousel post.
- **"Mark Your Map!"** – Share your booth number/location in the gym.

Product Sneak Peeks (Show What's Coming)

- **"Work in Progress Wednesday"** – Behind-the-scenes of items being made or sourced.
- **"Fall Collection Reveal"** – Showcase seasonal pieces like pumpkins, flannels, scents, etc.
- **"This or That?"** Poll – Let followers vote between two products to bring.
- **"What's in the Box?"** – Do an unboxing or restock reveal.
- **"Just One of a Kind!"** – Feature a rare or one-off item.

Engagement Posts (Get Them Talking)

- **"What's Your Fall Style?"** – Cozy, rustic, spooky, etc. with images to match.
- **"Caption This"** – Funny product photo, let your followers comment.
- **"Tag a Friend Who Loves [blank]"** – Use a themed item like vintage glass or fall candles.
- **"Wishlist Wednesday"** – "What's on your Market Day wishlist?" post.
- **"Flash Giveaway"** – Simple contest for followers who like, comment, and tag friends.



Vendor/Market Cross-Promotion

- “Why I Love Preservation Station” – Share why it’s your favorite market to sell at.
- “Vendor Friend Feature” – Tag another vendor and shout out their booth.
- “Map & Menu” – Highlight the restaurant or gym layout to encourage longer visits.
- “Selfie Challenge” – Invite people to take a selfie at your booth for a prize.
- “Thank You in Advance” – Gratitude post for those planning to attend!

How Following Each Other’s Facebook Pages Helps YOU Grow Followers!

Cross-Audience Exposure

- Each vendor has a unique following. When Vendor A interacts with Vendor B’s content (likes, comments, shares), Vendor B’s posts show up in Vendor A’s followers’ feeds.
- This introduces each vendor to new potential customers who are already interested in local shopping or markets.

Algorithm Boost

- Facebook favors posts with engagement. The more comments and shares, the more it shows the post to wider audiences.
- If 40 vendors each like/comment/share, your post is more likely to be seen by hundreds or thousands of extended followers.

Social Proof

- When shoppers see other businesses supporting and interacting with a page, it builds credibility and trust.
- More engagement makes your page feel active and legit, encouraging new visitors to follow.

Tagging = Reach

- If vendors tag each other in posts or stories (“Find us next to [@RabbitRidgeMercantile](#) this weekend!”), followers are more likely to click through and follow the tagged account.
- Tagging helps you show up on more timelines.

Shared Events & Giveaways

- Co-hosting an event or giveaway multiplies visibility. Each vendor shares it to their audience = collective reach explodes.
- “Follow these 3 pages to win...” is a great tactic.

Practical Example

Let’s say each vendor has just 300 followers:

- 40 vendors = 12,000 total potential impressions.
- If even 10% of those audiences overlap **due to likes, shares, or tags, each vendor could see hundreds of new visitors and potential followers.**

Fall Market Days Vendor Facebook Engagement Checklist

WEEKLY ACTIONS (Start ASAP)



FOLLOW & LIKE

- Follow at least 10 other Fall Market vendors' pages
- Like their 3 most recent posts



ENGAGE & COMMENT

- Leave genuine comments on 3–5 vendor posts each week. (e.g. “Love those fall signs!” or “Can’t wait to see this in person!”)



TAG & SHARE

- Tag a fellow vendor in one of your posts or stories (e.g. “We’ll be next to [@vintagesoul](#) at Fall Market Days!”)
- Share a vendor’s post to your stories or timeline with a quick message (“Look at these gorgeous fall wreaths coming to Preservation Station!”)



USE COMMON HASHTAGS

- Use a common hashtag to connect all vendor posts: [#FallMarketDays2025](#)



CROSS-PROMOTE THE EVENT

- Repost at least one official Fall Market Days post from Preservation Station each week
- Use the “Invite Friends” button to boost the event page visibility
- Mention the event in your captions: (“Come shop with me at Fall Market Days Sept 6–7!”)

The more we support each other online, the more foot traffic and fun we’ll all have at Market Days. **Let’s build buzz—together.**

Why You
Should Have
a QR Code at
Your Booth



Make it EASY for shoppers to connect with you!

By displaying a QR code that links to your Facebook page, your customers can:

- Instantly follow you on Facebook
- See what you post after the event
- Message you directly for custom orders
- Tag your business in their photos
- Keep you top-of-mind for future markets!

How to Use It:

- Print your QR code and display it at eye level on your table or wall.
- Add a note like: “Scan to follow us on Facebook!”
- Bonus: Offer a small incentive like “Follow us to enter a giveaway!”



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