

The Finders Keepers Weekly Countdown Content Prompts

This document is designed for The Finders Keepers stallholders and outlines suggested social media, website and mailing list content ideas in the 8 weeks leading up to a market event.

Why not take up this content challenge and see how it may impact your overall engagement, audience growth, interactions at the market and of course, sales!

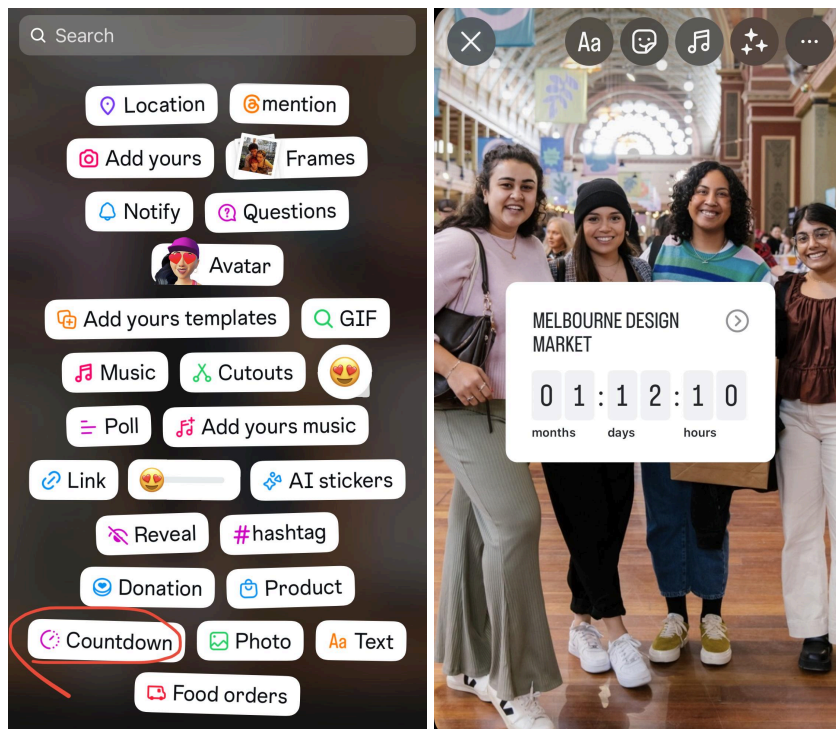
8 Weeks to go

Instagram:

- Create an event countdown in your Stories. Add a “countdown” sticker (from the Instagram Stories menu) to express your excitement or nerves about attending TFK. Name it "Melbourne Design Market" or "Sydney Design Market" and set it to the market's first day. Followers can tap to turn on event reminders. You can also add this countdown to static posts.
- Share the event poster ([Melbourne here](#), [Sydney here](#)) as a static post with a "save the date" message. After writing your caption, tap "Add a reminder" and select the event countdown (caption suggestion below!)
- Start a weekly Reel or TikTok series leading up to the market, sharing your preparation progress.

Facebook:

- RSVP to the official event and share it on your brand's feed.





finders_keepers



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Liked by [_diydaisy](#) and others

finders_keepers Hey Melbourne! The Finders Keepers Design Market returns for three days of community and connection on 11–13 October at the Royal Exhibition Building. Save the date, invite your mates, and get ready to support more than 250 mindful makers!

Save The Date caption idea:

Save the date! We're joining The Finders Keepers Sydney Design Market from 15–17 November at Carriageworks, Eveleigh and we'd love to meet you there!

Support 150+ mindful makers, more than 50 debut designers, fresh food, and unique, mindfully made gifts from independent Aussie brands.

The Finders Keepers
Sydney Design Market
15–17 November
Carriageworks, Eveleigh, Gadigal land

Hashtags: Add to first comment

#SydneyFindersKeepers #TheFindersKeepers #DesignMarket #WhatsOnSydney
#SydneyActivities #SydneyToDo #VisitSydney #SydneyDesignMarket #SydneyEvents
#AustralianDesign #ArtMarket #MakersMarket #CraftMarket

#MelbourneFindersKeepers #TheFindersKeepers #DesignMarket #WhatsOnMelbourne
#MelbourneActivities #MelbourneToDo #VisitMelbourne #MelbourneDesignMarket
#MelbourneEvents #AustralianDesign #ArtMarket #MakersMarket #CraftMarket

7 Weeks to go

Instagram:

- Share the event poster in your Stories (we have Stories-shaped posters on the Spread The Word pages!) and add a link to pre-purchase tickets.

Content Idea 💡 Reel for Instagram, Facebook or Tiktok.

- Share your design process: Take your followers through the step-by-step process of creating one of your signature products. Tell them in a voiceover or in the caption that this product will be available for sale at The Finders Keepers Market.

Mailing List:

- Send out a save-the-date message to your email subscribers and invite them to visit you at your next market. Use the event poster again if you wish, or photos from your last TFK market!

6 Weeks to go

Instagram, Facebook, Tiktok:

- Ask Your Audience: Share three options on something related to your products or market prep in a carousel or reel and let your audience choose—simple choices like "option 1" or "blue." For fun, add a funny or unexpected option to surprise people. Inviting people to share their opinions is a great way to get engagement. For example, Help me pick my market outfit: outfit 1, 2, or 3? Help design my stall: blue or white tablecloth? Where should I place things? Or new sign ideas: where should I place it? Blue or red?

5 Weeks to go

Website:

- Add an announcement bar or tile to your website. Update your events page and add a banner or poster.

Instagram:

- Update your Instagram bio to mention TFK. For example:
- Find me at @finders_keepers 12-14 July
- Next Market: @finders_keepers 12-14 July @ REB
- Melbourne Design Market 12-14 July Royal Exhibition Building
- The Finders Keepers Market 12-14 July
- 12-14 July @finders_keepers

Facebook:

- Share 4 photos of your new products and announce that you'll be part of the lineup in just 5 weeks. Don't forget to include a link for pre-purchase tickets!

Find us

Our Shop +

Big Design SYDNEY +

Finders Keepers MELBOURNE -

Friday 11th - Sunday 13th OCTOBER

We're bringing the fun back to Melbourne this October at the beautiful Royal Exhibition Building!

More Info

Makers & Shakers MELBOURNE +

Bowerbird ADELAIDE +



Above: Example from al-ele.com: they linked to TFK's market page under More Info too!

4 Weeks to go

Instagram, Facebook and Tiktok:

- Share your preparation process for the market: Are you making stock? Packing boxes? Photographing new products? Building your stall? Show us a sneak peek, and remember to mention the event details in your caption! For example, do a practice run and share setting up the booth, arranging products, and adding finishing touches. Share packing your stock into boxes or packing your car up.



Above: Bea Bellingham sharing their stock preparation as a Reel

3 Weeks to go

Instagram, Facebook and Tiktok:

- Share your to-do list as you count down to the markets. For example, here are three things I need to do before bumping into the markets, or here's my to-do list this week as I prepare for The Finders Keepers Market.

2 Weeks to go

Instagram, Facebook, Tiktok, Mailing List:

- Highlight the products or collections you'll feature at the market. Share details about new items or even launch something exclusively at the event.
- Use this chance to reshare the event poster in your stories or feed with a ticket link. Share helpful tips like: Pre-purchase tickets online (add a link sticker), bring a reusable shopping bag, tips for navigating the market efficiently and where to park or how to get there using public transport.

1 Week to go

Instagram, Facebook, Tiktok, Mailing List:

- Highlight a few products from other sellers in a TikTok video, Instagram carousel, or Reel. You can share details or keep it brief with bullet points. Show some love to fellow vendors and encourage your followers to check them out at the market.
- Announce any special discounts or exclusive deals that are available only at your stall. Whether it's a giveaway, a lucky dip box, or a limited-time discount (like 20% off), give your followers a reason to visit you at the market!