

Northville DDA - Marketing Committee

AGENDA

Thursday November 2, 2017

Meeting Room A – 8:45 am

- 8:45 – 8:50 1. Special Event Requirements
- 8:50 – 9:00 2. Historic Markers and Map Inserts
 - A. Cemetery Maps
 - B. 150th Anniversary Information – Markers/Brochure
- 9:00 – 9:10 3. PR & Marketing efforts for October
 - A. September PR Summary (Attachment 3.A)
 - B. September Stats and Measurements (Attachment 3.B)
- 9:10 – 9:30 4. Recap of Special Events
 - A. Skeletons are Alive!
 - B. Streets of Treats
 - C. Fall Fair Craft Show
 - D. Great Pumpkin Festival
 - E. Trick or Treat Trail and Tiny Pumpkins
- 9:30 – 9:45 5. Future Special Events
 - A. Girls' Night Out – Mary Starring
 - B. Lighted Parade and Tree Lighting – Lindsey Butzin
 - C. Greens Market – Lindsey Butzin
 - D. Holiday Home Tour
 - E. Handcrafters – December 8, 9, 10 – Mary Starring
 - F. Storybook Windows – Dan Ferrara
- 9:45 – 9:50 6. Upcoming Events
 - A. First Friday Experience – November 2, 2017
 - B. Girls' Night Out – November 10, 2017
 - C. Holiday Lighted Parade – November 17, 2017
 - D. Holiday Greens Market – November 17 – 18, 2017
 - E. Kick off to Storybook Windows – November 18, 2017
- 9:50 – 10:00 7. News from other Organizations
- 8. Next Meeting – December 7, 2017

DOWNTOWN NORTHVILLE PR / ADVERTISING SUMMARY (October 2017):

PUBLICITY:

Press materials that have been prepared & sent out in October 2017:

- Skeletons Are Alive
- Cherie Baby Opening
- My Salon Suite Now Open

Upcoming press materials:

- November/December calendar
- Holidays in Northville
- Small Business Saturday

Press Coverage Received & Upcoming (Highlights/major press hits):

- October 10 – Skeletons Take over Downtown Northville in the Oakland Press
- October 10 – Preview in the Northville Record on My Salon Suite Grand Opening Celebration
- October 11 – Spooky Movies and Skeletons included in Detroit News Halloween Feature
- October 27 – Cherie Baby Opening included in Crain's Detroit Food Column

SOCIAL MEDIA:

- Boosted Facebook post on Skeletons Are Alive Video
- Facebook ~ Continued to maintain the page, including daily posts on events and business announcements
- Twitter ~ Continued to maintain the page, including daily posts on events and business announcements

PAID ADVERTISING:

- Heritage Festival Brochure ad
- Skeletons are Alive ads in Free Press (October 1)
October 2017 issue of Neighborhood SEEN

UPCOMING PAID ADVERTISING:

PRINT:

- HOUR 1/2 page ads in the following issues:
 - November 2017
 - December 2017

- Ads in Neighborhood SEEN Magazine (reaches affluent communities and is mailed)
 - November 2017
 - December 2017
 - March 2018
 - April 2018
 - June 2018
- Ad in Tipping Point Theatre Season Programs
- Ad in Parks & Rec Winter Brochure

ADDITIONAL:

- New Photography (Date TBD)

October 2017:

FACEBOOK:

Weekly Page Update:

Page Likes: 8,808

New Likes: 368 (since last summary)

Weekly Total Reach: 44,739

Weekly People Engaged: 4,112

Weekly Page Visits: 312

Boosted Post – Skeletons are Alive Event

Run date(s): October 1 (2:00 p.m.)

Reach: 13, 583

Reactions: 710

Event Responses: 254

Comments: 21

Link clicks: 195

Page Likes: 32

Organic Post ~ Skeletons Map (photos)

Run date(s): October 6 (2:11 p.m.)

Reach: 5,152

Reactions: 79

Comments: 4

Shares: 30