

Northville DDA - Marketing Mix Committee

AGENDA

Thursday October 5, 2017

Meeting Room A – 8:30 am

- 8:30 – 8:40
 - 1. PR & Marketing efforts for September
 - A. September PR Summary (Attachment 1.A)
 - B. September Stats and Measurements (Attachment 1.B)
- 8:40 – 8:50
 - 2. Special Events
 - A. Heritage Festival
 - B. Friday Concerts – can they go through Labor Day?
- 8:50 – 9:10
 - 3. Future Special Events
 - A. Skeletons are Alive!
 - B. Hometown Holidays
 - C. Small Business Saturday
- 9:10 – 9:20
 - 4. Town Square Reservations Subcommittee
- 9:20 – 9:30
 - 5. Restaurant Guide and Food and Beverage Insert
- 9:30 – 9:40
 - 6. Downtown Northville APP
- 9:40 – 9:45
 - 7. Upcoming Events
 - A. First Friday Experience – October 6, 2017
 - B. Skeletons are Alive! – October 6, 2017
 - C. Great Pumpkin Festival – October 14, 2017
 - D. Trick or Treat Trail – October 21, 2017
 - E. Tiny Pumpkins – October 24, 2017
 - F. Streets of Treats – October 28, 2017
- 9:45 – 10:00
 - 8. News from other Organizations
 - 9. Next Meeting – November 2, 2017

DOWNTOWN NORTHVILLE PR / ADVERTISING SUMMARY (September 2017):

PUBLICITY:

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

- Spooky Movies at the Marquis

Upcoming press materials:

- Skeletons Are Alive
- Cherie Baby Opening
- My Salon Suite Now Open
- November/December calendar

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

- September 2 – Live In-studio interview and demo with Northville Yoga Room to discuss grand opening
- September 29 – Fox2 online story about Spooky Movies at the Marquis

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 (week before and week of event/Thursdays)
- HOUR 1/2 page ads in September 2017 issue

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)
 - October 2017
 - 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)

September 2017:

FACEBOOK:

Weekly Page Update:

Page Likes: 8,438
New Likes: 128 (since last summary)
Weekly Total Reach: 33,480
Weekly People Engaged: 2,823
Weekly Page Visits: 92

Boosted Post – Downtown Northville Consumer Video

Run date(s): September 22 (2:00 p.m.)
Organic Reach: 28,010
Paid Reach: 11,151
Likes: 212 (on post)
Love: 21 (on post)
HaHa: 2 (on post)
Comments: 40 (2 paid)
Shares: 167 (5 paid)
Views: 19,00 (5,761 paid)
Link clicks: 66 paid

Organic Post ~ Spooky Movies at the Marquis (with photos)

Run date(s): September 22 (2:00 p.m.)
Organic Reach: 30,774
Likes: 212 (on post)
Love: 21 (on post)
HaHa: 2 (on post)
Comments: 79 (34 on post & 45 on share)
Shares: 72 (71 on post & 1 on share)
Post clicks: 557 (107 photo, 5 link, 445 other, ie., title clicks or see more)

Organic Post ~ Skeletons are Alive Event Video

Run date(s): September 18 (9:07 a.m.)
Organic Reach: 10,702
Likes: 286 (192 on post & 94 on share)
Love: 21 (10 on post & 11 on share)
Comments: 67 (33 on post & 34 on share)
Shares: 80 (78 on post & 2 on share)
Post clicks: 665 (151 link & 514 other, ie., title clicks or see more)