

## **DOWNTOWN NORTHVILLE PR / ADVERTISING SUMMARY (May 2017):**

### **PUBLICITY:**

#### **Press materials that have been prepared & sent out in May 2017:**

- My Salon Suite Opening

#### **Upcoming press materials:**

- July/August calendar
- Next Chapter New Ownership
- Plymouth Yoga Room opening new location in Downtown Northville

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

- Fox2 (May 4) – Mother’s Day Gift Idea (showcase ideas from various shops)
- Channel 7 (May 5) – Mother’s Day Gift Idea (showcase ideas from various shops)
- Fox2 (May 26) – Live from the Flower Sale

### **SOCIAL MEDIA:**

- PROMOTED POST: Mother’s Day Shopping
- 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:**

- Ad in Tipping Point Theatre 10<sup>th</sup> Anniversary Season Programs

### **UPCOMING PAID ADVERTISING:**

#### **PRINT:**

- HOUR ½ page ads in the following issues:
  - June 2017
  - August 2017
  - September 2017
  - November 2017
  - December 2017
- Ad in Tipping Point Theatre 10<sup>th</sup> Anniversary Season Programs

#### **ADDITIONAL:**

- Consumer Videos (June TBD)
- New Photography (Date TBD)