

Northville DDA - Marketing Committee

AGENDA

Thursday, August 1, 2019

Maybury State Park

Trailhead Building, 49775 8 Mile Road, 8:45 am

- | | |
|-------------|---|
| 8:45 – 8:55 | 1. Introduction Chuck Murdoch, Friends of Maybury |
| 8:55 – 9:00 | 2. PR & Marketing efforts for July 2019 <ul style="list-style-type: none">A. July Stats and Measurements (Attachment 2.A)B. July PR Summary (Attachment 2.B)C. July Print ads (Attachment 2.C) |
| 9:00 – 9:15 | 3. Recap of Events <ul style="list-style-type: none">A. Maybury Family Campout – July 13, 14, 2019B. Northville Grub Crawl – July 23, 2019C. Movie in the Park – July 26, 2019 |
| 9:15 – 9:35 | 4. Upcoming Events <ul style="list-style-type: none">A. Buy Michigan Now Festival – August 2, 3, 4, 2019B. Music at MayburyC. Northville Food and Wine Festival – September 7, 2019D. Heritage Festival – September 13, 14, 15, 2019 |
| 9:35 – 9:55 | 5. News from Other Organizations |
| 10:00 | 6. Next Meeting – September 12, 2019 <ul style="list-style-type: none">• Determine Meeting Location |

July 2019:

FACEBOOK:

Page Update:

Page Likes: 10,330

New Likes: 107 (since last summary)

Monthly Total Reach: 15,727

Monthly Page Views & Previews: 1,151

Monthly Post Engagement: 9,6233

Organic Post ~ Buy Michigan Now Oakland Press preview (with article link)

Run date(s): July 29 (4:24 p.m.)

Reach: 2,382

Reactions: 18 Like & 4 love

Comments: 0

Shares: 2 (1 on post & 1 on share)

Post Clicks: 129 (44 link / 85 other such as page title or “see more”)

Organic Post ~ National Ice Cream Day with Browndog TV segment / Channel 7 (with link to TV segment)

Run date(s): July 18 (1:35 p.m.)

Reach: 2,892

Reactions: 26 Like & 3 love

Comments: 10

Shares: 10 (5 on post & 5 on share)

Post Clicks: 209 (68 link / 141 other such as page title or “see more”)

Organic Post ~ July 1 Weekend Event Update (no Tunes, Northville Unplugged or Friday Night Concerts)

Run date(s): July 1 (11:09 a.m.)

Reach: 2,796

Reactions: 17 Like & 2 sad

Comments: 6 (on post)

Shares: 8 (6 on post & 2 on shared)

Post Clicks: 207 (116 photo / 91 other such as page tile or “see more”)

ADVERTISING:

SEEN Magazine:

The DDA has placed ads in 12 issues of the magazine. SEEN Magazine’s readership is 158,000 and the magazine reaches 26,000 homes every month.

SUBSCRIPTION

- On average, Neighborhood SEEN reaches 26,000+ homes each month
- **DEMOGRAPHIC TARGETING**
 - SEEN subscribers are affluent, aspirational and community-focused. They appreciate the finer things in life, favoring craftsmanship and quality over quantity, fine food, fine dining, fine clothing, and unique experiences.
- **NEWSSTAND**
 - Neighborhood SEEN on average, delivers 1,000+ copies to various coffee shops, book stores, airline clubs, bakeries, and hotels.

READERS:

- Median Reader Age – 46
- Average HHI – \$250,000
- More than 80% are included in the Top 20 wealthiest cities in Michigan list

The Ville:

The DDA has placed ads in 12 issues of the magazine.

The ‘Ville is mailed directly to every residential and business address – a total of nearly 21,000 – in the Northville Community, covering the 48167 and 48168 zip codes.

DOWNTOWN NORTHVILLE PR / ADVERTISING SUMMARY July 2019:

PUBLICITY:

Upcoming press materials:

- Los Tres Amigos opening

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

- July 11 – Metro Mode – Stemville opening Feature
- July 25 – The Oakland Press – Buy Michigan Now preview Festival featuring Colors of the Wood
- Date TBD – Metro Parent Feature on Stemville opening

SOCIAL MEDIA:

- 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
- Instagram ~ Continued to maintain the page, including daily posts on events and business announcements

PAID ADVERTISING:

- Ad in July issue of The Ville
- Ad in July issue of SEEN Magazine

UPCOMING PAID ADVERTISING:

PRINT:

- Half-page Ads in SEEN Magazine (reaches affluent communities and is mailed)
 1. Ads in August 2019 – May 2020 issues of SEEN
- Quarter-page Ads in The Ville
 1. Ads in August 2019 – April 2020 issues of The Ville
- Ad in Fall Parks & Rec brochure
- Ad in the Art House brochure

SUMMER FUN IS WAITING!



SUMMER EVENTS

Sundays at Mill Race Village
(Sundays thru October 6)

Tunes on Tuesday (Tuesdays thru August 27)

Music at Maybury (Mondays thru August 26)

Northville Unplugged Acoustic Music Series (Wednesdays thru August 28)

Farmers Market (Thursdays thru October 31)

Friday Night Concert Series (Fridays thru August 30)



Discover **EXCITING** entertainment the whole family can enjoy in **Downtown Northville.**



downtownnorthville.com

Pictured clockwise:

Northville Art House; Town Square; Buy Michigan Now Festival

