

## Northville DDA - Marketing Committee

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### **AGENDA**

**Thursday, November 7, 2019**

**Northville Art House**

**215 W. Cady Street, 8:45 am**

- 8:45 – 9:00            1. Introduction Erin Maten, Northville Art House
  
- 9:00 - 9:10            2. PR & Marketing efforts for October 2019
  - A. October Stats and Measurements (Attachment 2.A)
  - B. October PR Summary (Attachment 2.B)
  - C. October Print ads (Attachment 2.C)
  
- 9:10 – 9:20            3. Recap of Events
  - A. Skeletons are Alive – October 4, 2019
  - B. Witches Night Out – October 10, 2019
  - C. Great Pumpkin Festival – October 12, 13, 2019
  - D. Halloween Hysteria – October 13, 2019
  - E. Trick or Treat Trail - October 19, 2019
  - F. Streets of Treats – October 26, 2019
  
- 9:20 – 9:30            4 Upcoming Events
  - A. Mother Son Dance – November 15, 2019
  - B. Holiday Lighted Parade – November 22, 2019
  - C. Greens' Market – November 23, 24, 2019
  - D. Christmas in the Village – November 24, 2019
  
- 9:30 – 9:50            5. News from Other Organizations
  
- 9:50 – 9:55            6. Meeting for Outdoor Art
  
- 10:00                    7. Next Meeting – Thursday, December 5, 2019  
Northville Art House, 215 W. Cady Street

## October 2019:

### FACEBOOK:

#### **Page Update:**

Page Likes: 10,704  
New Likes: 160 (since last summary)  
Followers: 11,028  
Monthly Total Reach: 42,493  
Monthly Page Views & Previews: 2,420  
Monthly Post Engagement: 19,123

#### **Boosted Post ~ Skeletons Launch Event (boosted the Facebook Event)**

Run date(s): September 25-October 4  
Reach: 11,356  
Event Responses: 388  
Link clicks: 345  
Reactions: 129 Like (77 on post / 52 on share) & 10 love (6 on post/4 on share)  
Comments: 12  
Shares: 25

#### **Organic Post ~ Skeleton Map photo**

Run date(s): October 11 (11:30 a.m.)  
Reach: 4,105  
Reactions: 132: Like (76) & Love (8) & Wow (2)  
Comments: 15 (8 on post & 7 on share)  
Shares: 28 (27 on post & 1 on share)  
Post Clicks: 336 (108 photo / 228 other such as page title or “see more”)

#### **Organic Post ~ 2019 Skeleton Fan Selfies (album)**

Run date(s): October 8-25 (creation of album and then when photos are added to album as shared by followers)  
Reach: 8,013  
Reactions: 79 Like, 19 love, 1 wow, 9 HaHa  
Comments: 4  
Shares: 4  
Post Clicks: 1,180 (620 photo / 560 other such as page title or “see more”)

#### **Organic Post ~ Shared the City’s post from Marketing Committee meeting (with photos)**

Run date(s): October 4 (8:04 a.m.)  
Reach: 2,408  
Reactions: 24 Like, 1 love  
Comments: 0  
Shares: 1  
Post Clicks: 419 (246 photo / 173 other such as page title 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.

### **Free Press:**

online audience is primarily between the ages of 25-54, while their print readership is primarily between 45-65+. Both print and digital reach families with small children, and the Skeletons event is a great event for families.

### **The Tipping Point Theatre Programs:**

Tipping Point Theatre's show programs reach over 16,000 local audience members throughout 160 performances each season.

### **Parks & Recreation Winter 2020 Brochure:**

Winter issue is available digitally with limited print

## **DOWNTOWN NORTHVILLE PR / ADVERTISING SUMMARY October 2019:**

### **PUBLICITY:**

#### **Press Releases sent:**

- November & December calendar of events
- Skeletons Are Alive Launch Party

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

- Stampeddler Business Milestone – 36 years in Downtown Northville
- Los Tres Amigos opening

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

- October 3 – Little Guide Detroit – Spotlight on Skeleton Launch Event
- October 8 – Northville Record – Photo Gallery of the Skeletons
- October 11 – WDIV – Story on “The City of Northville takes Halloween to the next level” featuring skeletons, Parmenter’s and Rebecca’s
- October 21 – The Detroit News – Photo Gallery of the Skeletons

### **SOCIAL MEDIA:**

- Facebook ~ Continued to maintain the page, including daily posts on events and business announcements
  - Promoted Skeletons are Alive Launch Party post
- 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 October issue of The Ville
- Ad in October issue of SEEN Magazine
- Tipping Point “A Doll’s House Part 2” program
- Skeletons Launch Party ads in the Free Press (print and online);
  - 1/8<sup>th</sup> page Play & Go Entertainment section Run date: 10/3
  - 1/24<sup>th</sup> page Main paper Run date: 10/2
  - Digital ads on freep.com Run dates: 10/1-10/5

### **UPCOMING PAID ADVERTISING:**

#### **PRINT:**

- Half-page Ads in SEEN Magazine (reaches affluent communities and is mailed)
  1. Ads in November 2019 – May 2020 issues of SEEN

- Quarter-page Ads in The Ville
  1. Ads in November 2019 – April 2020 issues of The Ville
- Ad in Parks & Rec Winter brochure
- Ad in the Art House Winter brochure
- Ad in Tipping Point Every Christmas Story Ever Told (And Then Some!) –Show runs Nov. 14 - Dec. 22



Shop

Dine

PLAY

IN DOWNTOWN

Northville

THIS HOLIDAY SEASON



[downtownnorthville.com](http://downtownnorthville.com)

\*Styles pictured may vary at locations due to availability/inventory.  
Pictured clockwise: 160 Main; Alexander's Custom Clothiers



Shop

Dine

PLAY

IN DOWNTOWN

Northville

THIS HOLIDAY SEASON



[downtownnorthville.com](http://downtownnorthville.com)

\*Styles pictured may vary at locations due to availability/inventory.  
Pictured clockwise: 160 Main; Dear Prudence

SHOP, DINE,  
AND PLAY

*in Downtown*

*Northville*



 downtown  
*Northville*





  
timeless...with a twist



Shop

Dine

PLAY

IN DOWNTOWN

Northville

THIS HOLIDAY SEASON



[downtownnorthville.com](http://downtownnorthville.com)

\*Styles pictured may vary at locations due to availability/inventory.  
Pictured clockwise: Rococo; Orin Jewelers



Shop

*Dine*

PLAY

IN DOWNTOWN

*Northville*

THIS HOLIDAY SEASON



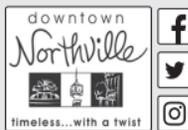
[downtownnorthville.com](http://downtownnorthville.com)



Shop  
*Dine*  
**PLAY**

IN DOWNTOWN

*Northville*  
THIS HOLIDAY SEASON



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