

Northville DDA - Marketing Committee

AGENDA

Thursday, March 7, 2019

Northville Township Hall, 44405 Six Mile Road

Lower level Training Room, 8:45 am

- | | |
|-------------|---|
| 8:45 – 8:55 | 1. Introduction Northville Township |
| 8:55 – 9:05 | 2. PR & Marketing efforts for February 2019 <ul style="list-style-type: none">A. February Stats and Measurements (Attachment 2.A)B. February PR Summary (Attachment 2.B)C. Print ads (Attachment 2.C) |
| 9:05 – 9:20 | 3. Recap of Events <ul style="list-style-type: none">A. Daddy Daughter Dance – February 8, 2019B. Winter Tea: Vintage Lace – February 9, 2019C. Art Crush – February 9, 2019 |
| 9:20 – 9:25 | 4. Upcoming Events <ul style="list-style-type: none">A. Northville Market Place – March 9, 2019B. Mercantile Fair – March 29 – 30, 2019C. Eggstravaganza - April 13, 2019D. State of the Community – April 17, 2019E. New Fall Wine and Food Festival – September 7, 2019 |
| 9:25 – 9:30 | 5. Update of DDA Website and Branding Project |
| 9:30 – 9:50 | 6. News from Other Organizations |
| 9:50 | 7. Next Meeting – April 4, 2019 at Tipping Point Theatre |

February 2019:

FACEBOOK:

Page Update:

Page Likes: 9,897

New Likes: 12 (since last summary)

Monthly Total Reach: 4,211

Monthly Page Visits: 135

Monthly Post Engagement: 1,162

Organic Post ~ Browndog Paczki-Palooza (shared Browndog's event link)

Run date(s): February 26 (11:18 a.m.)

Reach: 2,158

Reactions: 48 (44 Like & 3 Love & 1 Wow)

Comments: 7 (on post)

Shares: 0

Post Clicks: 150 (14 link / 136 other such as page title or "see more")

Organic Post ~ SAVE THE DATES! Maple Syrup Tours

Run date(s): February 18 (1:00 p.m.)

Reach: 3,076

Reactions: 43 (43 Like)

Comments: 5 (on post)

Shares: 14 (on post)

Post Clicks: 83 (83 other such as page title or "see more")

Organic Post ~ Shared Lorla's photo of boys from the community delivering flowers to people along their mom's mail route for Valentine's (with photo)

Run date(s): February 9 (3:00 p.m.)

Reach: 3,834

Reactions: 161 (117 Like & 42 Love, 1 Haha & 1 Wow)

Comments: 0

Shares: 6 (on post)

Post Clicks: 709 (35 photo & 674 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 February 2019:

PUBLICITY:

Press materials that have been prepared & sent out in February 2019:

- March / April 2019 calendar

Upcoming press materials:

- Los Tres Amigos opening

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

- Event listings

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

UPCOMING PAID ADVERTISING:

PRINT:

- Half-page Ads in SEEN Magazine (reaches affluent communities and is mailed)
 1. March 2019
 2. April 2019
 3. May 2019
 4. June 2019
- Quarter-page Ads in The Ville
 1. March 2019
 2. April 2019
- Ad in Parks & Rec Spring/Summer brochure
- Ad in Chamber Directory

EXPERIENCE DOWNTOWN NORTHVILLE



Spend the day in **Downtown Northville** where you'll find **AMAZING** dining, **UNIQUE** shops, and **EXCITING** entertainment. You'll never want to leave! downtownnorthville.com

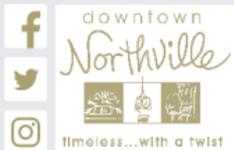


*Styles pictured may vary at locations due to availability/inventory. Pictured left to right: Alexanders Custom Clothings; Lucy & the Wolf

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Pictured left to right: Gardenviews; Browndog Barlor & Restaurant