

## Northville DDA - Marketing Committee

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### **AGENDA**

**Thursday, May 2, 2019**

**Northville Community Center**

**303 W. Main Street, 8:45 am**

- |              |   |
|--------------|---|
| 8:45 – 8:55  | 1. Introduction Northville Parks and Recreation   |
| 8:55 – 9:00  | 2. PR & Marketing efforts for April 2019 <ul style="list-style-type: none"><li>A. April Stats and Measurements (Attachment 2.A)</li><li>B. April PR Summary (Attachment 2.B)</li><li>C. Print ads (Attachment 2.C)</li></ul>  |
| 9:00 – 9:10  | 3. Recap of Events <ul style="list-style-type: none"><li>A. Eggstravaganza - April 13, 2019</li><li>B. State of the Community – April 17, 2019</li><li>C. Girls' Night Out – April 26, 2019</li><li>D. Patriot Day Celebration at the Village – April 28, 2019</li></ul>  |
| 9:10 – 9:35  | 4. Upcoming Events <ul style="list-style-type: none"><li>A. Northville Farmers' Market – May – October, 2019</li><li>B. Veteran's Banner Celebration – May 3, 2019</li><li>C. Wildflower Walk – May 3-4, 2019</li><li>D. Northville Spring Carnival - May 9 – 12, 2019</li><li>E. Armed Forces Day Benefit Concert – May 18, 2019</li><li>F. Friday Night Concerts and Northville Unplugged begin</li><li>G. Flower Sale – May 24, 25, 2019</li><li>H. Memorial Day Parade – May 27, 2019</li></ul> |
| 9:35 – 9:40  | 5. Distribution of Event Cards (Attachment 5)   |
| 9:40 – 10:00 | 6. News from Other Organizations  |
| 10:00        | 7. Next Meeting – June 6, 2019  |

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

### **PUBLICITY:**

#### **Press materials that have been prepared & sent out in April 2019:**

- May / June 2019 calendar
- Jeri Johnson Joins the Northville DDA
- Azentuar Micro-blading studio opening
- Northville Unplugged Schedule announcement

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

- Los Tres Amigos opening
- July / August 2019 media calendar

### **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 April issue of The Ville
- Ad in April issue of SEEN Magazine

### **UPCOMING PAID ADVERTISING:**

#### **PRINT:**

- Half-page Ads in SEEN Magazine (reaches affluent communities and is mailed)
  1. Ad in May issue of SEEN
  2. The DDA is renewing for another 12 months with SEEN (June 2019 – May 2020)
- Quarter-page Ads in The Ville
  1. Ad in May issue of The Ville
  2. The DDA is renewing for another 12 months with The Ville (May 2019 – April 2020)

## **April 2019:**

### **FACEBOOK:**

#### **Page Update:**

Page Likes: 10,003

New Likes: 57 (since last summary)

Monthly Total Reach: 75,843

Monthly Page Views & Previews: 810

Monthly Post Engagement: 8,427

#### **Organic Post ~ Farmer's Market Opening Day (with event link)**

Run date(s): April 18 (11:30 a.m.)

Reach: 2,619

Reactions: 71 (70 Like & 1 Love)

Comments: 2 (on post)

Shares: 0

Post Clicks: 112 (39 link / 73 other such as page title or "see more")

#### **Organic Post ~ Maybury Farm Event Happenings (with photo)**

Run date(s): April 9 (11:30 a.m.)

Reach: 3,549

Reactions: 30 (28 Like / 2 wow)

Comments: 6 (5 on post / 1 on share)

Shares: 17 (on post)

Post Clicks: 136 (1 photo / 135 other such as page title or "see more")

#### **Organic Post ~ Great Harvest Spring Break Specials (shared their post)**

Run date(s): April 1 (11:06 a.m.)

Reach: 2,741

Reactions: 20 (19 Like & 1 Love,)

Comments: 1 (on post)

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

Post Clicks: 110 (66 link / 44 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.

# 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](http://downtownnorthville.com)

\*Styles pictured may vary at locations due to availability/inventory.  
Pictured left to right: Northville Sports Den; Gardenviews

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Pictured left to right: Browndog Barlor and Restaurant; Pear-Aphernalia