

## Northville DDA - Marketing Committee

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### **AGENDA**

**Thursday, April 5, 2018**

**Meeting Room A – 8:45 am**

- 8:45 – 8:55
  - 1. PR & Marketing efforts for March
    - A. March PR Summary (Attachment 1.A)
    - B. March Stats and Measurements (Attachment 1.B)
    - C. Upcoming PR & Marketing for April (Attachment 1.C)
- 8:55 – 9:00
  - 2. Downtown Northville Presents: Video Series Update
- 9:00 – 9:20
  - 3. Discussion: Businesses located outside of the DDA Boundaries
- 9:20 – 9:30
  - 4. Upcoming Downtown Events
    - A. Girls Night Out
    - B. Farmer's Market begins May 3
    - C. Summer Festival (Update)
- 9:30 – 9:45
  - 5. News from other Organizations
- 6. Next Meeting – May 3, 2018

## **DOWNTOWN NORTHVILLE PR / ADVERTISING SUMMARY March 2018:**

### **PUBLICITY:**

#### **Press materials that have been prepared & sent out in March 2018:**

- March / April Calendar

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

- Electric Vehicle Charging Stations
- May/June calendar
- 160 Main Opening

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

- Listings of events in major daily publications

### **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

### **PAID ADVERTISING:**

- Ad in Chamber Directory
- Ad in Parks & Rec Summer Brochure
- Ad in March 2018 issue of SEEN Magazine (reaches affluent communities and is mailed)

### **UPCOMING PAID ADVERTISING:**

#### **PRINT:**

- Ads in SEEN Magazine (reaches affluent communities and is mailed)
  - April 2018
  - June 2018
- Ad in Tipping Point Theatre Season Programs

## March 2018:

### FACEBOOK:

#### **Weekly Page Update:**

Page Likes: 9,080  
New Likes: 50 (since last summary)  
Weekly Total Reach: 6,737  
Weekly People Engaged: 1,491  
Weekly Page Visits: 166

#### **Organic Post ~ Shared Eggstravaganza event photo**

Run date(s): March 22 (9:24 a.m.)  
Reach: 3,989  
Reactions: 49 (46 Like/3 Love)  
Comments: 15 (on post)  
Shares: 19 (on post)  
Post Clicks: 230 (60 photo, & 170 other such as page title or “see more”)

#### **Organic Post ~ Spring Fling announcement with Downtown Northville Business Directory Link**

Run date(s): March 20 (11:30 a.m.)  
Reach: 3,324  
Reactions: 56 (55 Like/1 love)  
Comments: 6 (4 on post / 2 on share)  
Shares: 9 (on post)  
Post Clicks: 367 (1 photo/ 155 link/211 other such as page title or “see more”)

#### **Organic Post ~ Cherie Baby Uploaded Video**

Run date(s): March 15 (1:30 p.m.)  
Reach: 12, 807  
Video Views: 7,610  
Reactions: 273 (254 like/14 Love / 5 wow)  
Comments: 162 (113 on post / 49 on share)  
Shares: 63 (on post)  
Post Clicks: 2,257 (362 to play video & 1,895 other)

#### **Organic Post ~ My Little Paris Uploaded Video**

Run date(s): March 8 (11:30 a.m.)  
Reach: 5,480  
Video Views: 3,044  
Reactions: 159 (149 like/10 Love)  
Comments: 46 (25 on post / 21 on share)  
Shares: 18 (on post)  
Post Clicks: 443 (30 to play video & 413 other)

## **ADVERTISING:**

### **SEEN Magazine:**

We have placed ads in 6 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

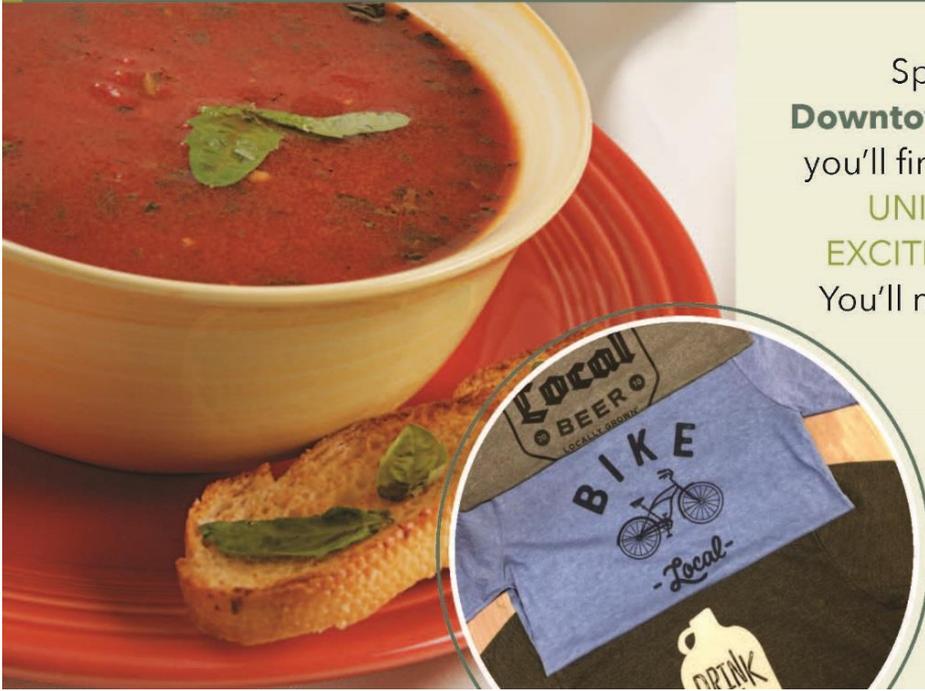
### **Parks & Rec brochure:**

- Mailed directly to 27,000 Northville / Novi households
- All issues are printed and available on-site at the Recreation Center at Hillside, the Northville Community Center, City Hall, Township Hall, Northville Library, Northville Chamber of Commerce and more!
- All publications are also available online.

### **Chamber Directory:**

10,00 print copies of the directory are distributed plus more than 16,000 digital views per year  
Distribution includes: Northville households & businesses, trade shows, Chamber members, educational and financial institutions, Chamber events, newcomer packets and more

# 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: Edward's Café and Caterer; Rock on Main

SEEN  
Magazine  
April 2018

## Experience Downtown Northville

With 60 independently-owned shops, 25 local restaurants and year-round entertainment, there is something for everyone in Downtown Northville.



For a complete list of Downtown Northville shops, restaurants, and events, visit:

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

\*Styles pictured may vary at locations due to availability/inventory. Pictured clockwise: Koji; Le George; Urge Juice

