

Northville DDA - Marketing Committee

AGENDA

Thursday, October 4, 2018

Meeting Room A – 8:45 am

- | | |
|-------------|--|
| 8:45 – 8:55 | 1. PR & Marketing efforts for August and September <ul style="list-style-type: none">A. August – September PR Summary (Attachment 1.A)B. August – September Stats and Measurements (Attachment 1.B) |
| 8:55 – 9:15 | 2. Review of Recent Events <ul style="list-style-type: none">A. Scars on 45B. Spectrum FestC. Heritage Festival |
| 9:15 – 9:20 | 3. Use of Town Square |
| 9:20 – 9:40 | 4. Upcoming Downtown Events <ul style="list-style-type: none">A. Skeletons are Alive!B. October in the VilleC. Witches Night OutD. Streets of TreatsE. Others |
| 9:40 – 9:55 | 5. News from Other Organizations |
| 9:55 | 6. Next Meeting – November 1, 2018 |

DOWNTOWN NORTHVILLE PR / ADVERTISING SUMMARY August 2018:

PUBLICITY:

Press materials that have been prepared & sent out in August 2018:

- Scars on 45 Concert

Upcoming press materials:

- 160 Main Opening
- Nail Salon 10th Anniversary
- September/October calendar
- Skeletons are Alive

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

- July 27 – Detroit News Homestyle preview
- July 30 – Tim Baron Michigan Radio (Lansing)
- July 31 – Channel 7 in-studio preview
- July 31 – Detroit Free Press Top Weekend Picks
- August 1 – Fox2 in-studio preview
- August 1 – WWJ AM interview
- August 1 – WDET AM interview
- August 1 – Detroit Free Press preview
- August 1 – The Oakland Press Community Calendar highlight
- August 2 – Live in the D in-studio
- August 2 – WOMC interview with Stephen & Joanne
- August 3 – WJR AM interview with Paul W. Smith
- August 5 – Fox2 Weekend in-studio

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

UPCOMING PAID ADVERTISING:

PRINT:

- Half-page Ads in SEEN Magazine (reaches affluent communities and is mailed)
 1. September 2018
 2. October 2018
 3. November 2018
 4. December 2018
 5. January 2019
 6. February 2019
 7. March 2019
 8. April 2019
 9. May 2019
 10. June 2019

- Quarter-page Ads in The Ville
 1. September 2018
 2. October 2018
 3. November 2018
 4. December 2018
 5. January 2019
 6. February 2019
 7. March 2019
 8. April 2019

- Ad in Tipping Point Theatre Season Programs
- ½ page Ad in Winter 2018 brochure
- Skeletons are Alive ads

DOWNTOWN NORTHVILLE PR / ADVERTISING SUMMARY September 2018:

PUBLICITY:

Press materials that have been prepared & sent out in September 2018:

- Skeletons are Alive
- Spooky Movies at the Marquis
- September/October calendar

Upcoming press materials:

- 160 Main Opening
- Nail Salon 10th Anniversary
- Small Business Saturday & Holidays in Northville
- November / December calendar

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

- September 28 – Northville Record & Detroit Free Press – Preview that Los Tres Amigos is coming to Downtown Northville

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 September issue of The Ville
- Ad in September issue of SEEN Magazine
- Ads in Free Press for Skeletons are Alive event (September 23 & 30)
- Boosted Facebook post for Skeletons are Alive

UPCOMING PAID ADVERTISING:

PRINT:

- Half-page Ads in SEEN Magazine (reaches affluent communities and is mailed)
 1. October 2018
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 7. April 2019

August 2018:

FACEBOOK:

Weekly Page Update:

Page Likes: 9,492

New Likes: 91 (since last summary)

Monthly Total Reach: 14,918

Monthly Page Visits: 599

Monthly Post Engagement: 10,384

Organic Post ~ Maybury Farm Survey (shared post)

Run date(s): August 17 (1:30 p.m.)

Reach: 3,618

Reactions: 26 (8 Likes – 6 on post / 2 on share)

Comments: 2 (on share)

Shares: 15 (on post)

Post Clicks: 171 (69 link / 102 other such as page title or “see more”)

Organic Post ~ Scars on 45 Save the Date (with link to their iTunes)

Run date(s): August 8 (12:30 p.m.)

Reach: 2,738

Reactions: 13 (11 Like/1 Love/1 wow)

Comments: 4 (on post)

Shares: 6 (4 on post / 2 on share)

Post Clicks: 62 (15 link, & 47 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.

September 2018:

FACEBOOK:

Weekly Page Update:

Page Likes: 9,611
New Likes: 119 (since last summary)
Monthly Total Reach: 93,930
Monthly Page Visits: 1,231
Monthly Post Engagement: 19,429

Organic Post ~ Los Tres Amigos Coming to Downtown Northville (shared Free Press article post)

Run date(s): September 28 (4:48 p.m.)
Reach: 1,670
Reactions: 428 (274 Likes, 33 Love, 2 ha, 10 wow)
Comments: 50 (47 on post & 3 on share)
Shares: 60 (on post)
Post Clicks: 1,713 (2 photo, 891 link / 820 other such as page title or “see more”)

Organic Post ~ Spooky Movies at the Marquis

Run date(s): September 14 (1:40 p.m.)
Reach: 3,108
Reactions: 62 (61 Like/1 Love)
Comments: 0
Shares: 0
Post Clicks: 149 (2 link, & 147 other such as page title or “see more”)

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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 clockwise: Dear Prudence; Gardenviews;
Brick's of Northville

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: Rococo; Dancing Eye Gallery

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left to right: Rock on Main;
Lucy & the Wolf

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EXPERIENCE DOWNTOWN NORTHVILLE



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downtownnorthville.com

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Pictured clockwise: Bricks of Northville; Gardenviews

EXPERIENCE DOWNTOWN NORTHVILLE

Dining • Shopping • The Arts
downtownnorthville.com



*Styles pictured may vary at locations due to availability/ inventory. Pictured: Edward's Café and Caterer; Alexander's Custom Clothiers





JOIN US!

**Skeletons are Alive
in Downtown Northville**



The Skeletons have arrived in Downtown Northville. Visit them through the month of October while you're in town for these **October in the Ville** events:

Friday, October 12 & Saturday, October 13 ~ Fall Fair Craft Show* ~ Friday 9 am - 8 pm and Saturday 9 am - 5 pm
~ Community Center (303 W. Main Street)

Saturday, October 13 & Sunday, October 14 ~ Great Pumpkin Festival* ~ Maybury Farm (50165 8 Mile Road)

Saturday, October 13, 20, 27 ~ Halloween Movies at the Marquis* ~ 7 pm ~ Marquis Theatre (135 E. Main Street)

Friday, October 19 ~ Witches Night Out ~ 5 - 9 pm ~ Downtown Northville

Saturday, October 20 ~ Trick or Treat Trail* ~ 4 - 6 pm ~ Recreation Center at Hillside (700 Baseline Road)

Tuesday, October 23 ~ Tiny Pumpkins* ~ 4 - 5 pm ~ Northville Community Center (303 W. Main Street)

Saturday, October 27 ~ Streets of Treats ~ 9:30 am - 12:30 pm ~ Downtown Northville

Sunday, October 28 ~ Maybury Farm Corn Maze ~ Maybury Farm (50165 8 Mile Road)

Tuesday October 30 ~ Dog Park Costume Contest* ~ 5 - 6 pm ~ Cady Street Dog Park (W. Cady Street)

Wednesday, October 31 ~ Trick or Treating ~ 6-8 pm ~ Northville Community

*Notes ticketed events

For more information on all fall events happening during
"October in the Ville," visit downtownnorthville.com

EVENT SPONSOR



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