



Northville DDA - Marketing Committee April 1, 2021

City of Northville is inviting you to a scheduled Zoom meeting.

Topic: Marketing Committee Meeting

Time: March 4, 2021, 8:30 AM Eastern Time

Join Zoom Meeting: <https://us02web.zoom.us/j/82002786387>

Meeting ID: **820 0278 6387**

One tap mobile: **1-312-626-6799**

AGENDA

- | | |
|-------------|--|
| 8:30 – 8:35 | 1. Welcome from the Chair |
| 8:35 – 8:40 | 2. Roll Call |
| 8:40 – 8:45 | 3. Audience Comments (limit 3 minutes) |
| 8:45 - 9:15 | 4. News from Organizations |
| 9:15 – 9:25 | 5. PR & Marketing efforts for March 2021 <ul style="list-style-type: none">a. March Stats and Measurements (Attachment 5.a)b. March PR Summary (Attachment 5.b)c. Annual ad in Maybury State Park Brochure (Attachment 5.c)d. March Ad in the 'Ville (Attachment 5.d) |
| 9:25 – 9:40 | 6. Upcoming Events <ul style="list-style-type: none">a. MRV Lecture – March 31, 2001b. Farmers' Market begins May 6, 2021c. Flower Sale – May 28 – 29, 2021d. MRV Wines of the World – June 4, 2021e. Art and Acts – June 18-20, 2021 |
| 10:00 | Next Meeting – Thursday, May 6, 2021 |

March 2021:

FACEBOOK:

Facebook Page Update:

Through March 25

Page Likes: 12,775 (59 more than last summary)

Followers: 13,449 (81 more since last summary)

Check-ins: 20,376 (56 more since last summary)

Demo:

- Women (80%)/ Men (20%)
- Age demo: 35-44 main demo with 45-54 next largest
- Top 10 cities followers are from: Northville, Novi, Livonia, Canton, Plymouth, Detroit, South Lyon, Farmington Hills, Westland & Ann Arbor

Monthly Total Reach: 17,149

Monthly Page Views: 2,016

Monthly Post Engagement: 12,161

Organic Post ~ Announcement of Food Stand Rental Availability (with photo)

Run date(s): March 22 (2:21 p.m.)

Reach: 2,904

Reactions: 35

- 23 likes (14 on post & 9 on share)
- Comments: 1 (1 on share)
- Shares: 11 (10 on post & 1 on share)

Post Clicks: 38 (6 photo / 0 link / 42 other such as page title or “see more”)

Organic Post ~ Renovations to Poole’s Tavern (with article link)

Run date(s): March 15 (11 a.m.)

Reach: 5,850

Reactions: 243

- 188 likes (159 on post & 29 on share)
- 17 love (13 on post & 4 on share)
- 4 wow (3 on post & 1 on share)
- 1 haha (on post)
- Comments: 24 (21 on post & 3 on share)
- Shares: 10 (on post)

Post Clicks: 1,234 (637 link / 597 other such as page title or “see more”)

Organic Post ~ Reminder of Sunday Food Stand Hours (with photo)

Run date(s): March 7 (10:54 a.m.)

Reach: 2,213

Reactions: 30

- 22 likes (12 on post & 10 on share)
- 2 Love (on post)
- Comments: 0
- Shares: 6 (on post)

Post Clicks: 45 (2 photo, 43 other such as page title or “see more”)

INSTAGRAM:

Followers: 4,220 (145 more followers since last summary)

77% women / 23% men

Age demo: 35-44 (33%), 25-34 (29%), 45-54 (20%)

Insights from last 30 days:

Reach: 6,502 (the number of unique accounts that have seen any of our posts)

Account Activity: 1,225

- Profile visits: 1,209
- Get Directions: 3
- Website taps: 12
- Call Button: 1

Impressions: 174,786 (total number of times our posts have been seen)

Content Interactions: 2,714

Post Interactions: 2,661

- Likes: 2,451
- Comments: 36
- Saves: 29
- Shares: 145
- Story Interactions: 31
 - Replies: 14
 - Shares: 17

Top Post(s):

March 2 – Repost of Arte Media Detroit post (image of the clock / Main Street)

- Reach: 1,760
- Impressions: 1,831 (1,322 from home, 455 from explore, 41 from profile & 13 other)
- Likes: 95
- Comments: 1
- Shares: 0
- Saved: 1
- Profile visits: 4
- Follows: 2

March 18 – Repost of Northville Gallery’s post (artwork of Downtown Northville Streetscape)

- Reach: 1,920
- Impressions: 2,049 (1,691 from home, 304 from explore, 48 from profile & 6 other)
- Likes: 90
- Comments: 5
- Shares: 3
- Saved: 1
- Profile visits: 5

March 16 – Repost of Lucy & The Wolf Cocktail

- Reach: 1,595
- Impressions: 1,705 (1,573 from home, 74 from explore, 41 from profile & 17 other)
- Likes: 86

- Comments: 1
- Shares: 6
- Saved: 0
- Profile visits: 6

TWITTER:

Followers: 933

Twitter does not provide many analytics.

Top Tweet(s):

March 17 – Northville Vaccination announcement

Likes: 5

Retweets: 1

Comments: 1

March 17 – Announcement of the weekend’s Food Stands

Likes: 4

Retweets: 1

ADVERTISING:

The Ville:

The current contract of half-page ads The DDA renewed the contract with Ville – ads will be placed in 12 issues of the magazine (May 2021-April 2022). The new ads will be quarter page size.

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 March 2021:

PUBLICITY:

Upcoming Press Releases:

- Combined release Pear-aphernalia reopening (new location) & Tea Gather Opening (also included Spice Merchants relocation and Sugar Lu's opening over the summer)
- DATE TBD – Even in a pandemic, new shops are opening, Toria, and others are expanding in Downtown Northville: Sgt Peppers, La Shish, Tuscan & Poole's Expansions

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

- March 11 – [The Detroit News](#) – Pear-aphernalia new location included in the Homestyle column
- March 26 – Dbusiness – Included press release information on Pear-aphernalia, Spice Merchants, Sugar Lu's and Tea Gather in their daily update column which is a collection of area business activity
- Awaiting confirmation! WXYZ TV 7 interview with a Spice Merchants on their expansion during the pandemic

SOCIAL MEDIA:

- Facebook ~ Continued to maintain the page, including daily posts on business announcements and virtual events, etc.
- Instagram ~ Continued to maintain the page, including daily posts business announcements, etc.
- Twitter ~ Continued to maintain the page, including daily posts on business announcements, etc.

PAID ADVERTISING:

- Ad in March issue of The Ville

UPCOMING PAID ADVERTISING:

PRINT:

- Half-page Ads in The Ville
 - Final 1/2 page ad with current contract in the April issue
 - The DDA has a contract with The Ville for 12-months (May-April 2022). The ads will be 1/4 page size
 - Ad in Maybury State Park map

Where supporting our local
businesses is Main&Center

downtownnorthville.com

North Center & East Main Streets remain closed to
traffic to encourage outdoor dining and shopping.

Attachment 5.c

Downtown
Northville
Timeless with a twist





Attachment 5.d

Downtown
Northville
Timeless with a twist

Where
supporting our
local businesses is

Main & Center

downtownnorthville.com

New Location: Tuscan Cafe
141 East Main Street