



Northville DDA - Marketing Committee
May 6, 2021

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

Topic: Marketing Committee Meeting

Time: May 6, 2021, 8:30 AM Eastern Time

Join Zoom Meeting: <https://us02web.zoom.us/j/87166323640>

Meeting ID: 871 6632 3640

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 April 2021 <ul style="list-style-type: none">a. April Stats and Measurements (Attachment 5.a)b. April PR Summary (Attachment 5.b)c. May Ad in the 'Ville (Attachment 5.d)d. June Ad in the 'Ville (Attachment 5.e) |
| 9:25 – 9:40 | 6. Upcoming Events <ul style="list-style-type: none">a. Farmers' Market begins May 6, 2021b. Clean Up Day in Northville – May 15, 2021 (Attachment 6.b)c. Northville High School Prom – May 27, 2021d. Flower Sale – May 28 – 29, 2021e. MRV Wines of the World – June 4, 2021f. Art and Acts – June 18-20, 2021g. Northville Food and Wine Festival – August 13-15, 2021 |
| 10:00 | Next Meeting – Thursday, June 3, 2021 |

April 2021:

FACEBOOK:

Facebook Page Update:

Through April 29

Page Likes: 12,855 (80 more than last summary)

Followers: 13,550 (1 more since last summary)

Check-ins: 20,512 (136 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 Toria Hiring (with photo)

Run date(s): April 27 (9:58 a.m.)

Reach: 3,269

Reactions: 34

- 18 likes (9 on post & 9 on share)
- 1 love (on share)
- Comments: 7 (on share)
- Shares: 8 (1 on post & 7 on share)

Post Clicks: 227 (18 photo / 0 link / 212 other such as page title or “see more”)

Organic Post ~ April 21 Announcement of Lucy & the Wolf Spring Break (with photo)

Run date(s): April 21 (3:39 p.m.)

Reach: 3,178

Reactions: 62

- 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 ~ Tuscan is Hiring (shared Tuscan’s post about moving and hiring)

Run date(s): April 11 (10:54 a.m.)

Reach: 4,521

Reactions: 147

- 123 likes (10n post)
- 17 Love (on post)
- Comments: 5 (on post)

- Shares: 2 (on post)
- Post Clicks: 514 (79 photo, 435 other such as page title or “see more”)

INSTAGRAM:

Followers: 4,319 (99 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: 5,981 (the number of unique accounts that have seen any of our posts)

Account Activity: 860

- Profile visits: 849
- Get Directions: 2
- Website taps: 9
- Call Button: 0

Impressions: 166,072 (total number of times our posts have been seen)

Content Interactions: 2,775

Post Interactions: 2,734

- Likes: 2,520
- Comments: 37
- Saves: 51
- Shares: 126
- Story Interactions: 41
 - Replies: 22
 - Shares: 19

Top Post(s):

April 21 – Repost of Northville Beautification Commission (image snowy Mill Race Village)

- Reach: 1,779
- Impressions: 1,862 (1,594 from home, 254 from explore, 10 from profile & 4 other)
- Likes: 106
- Comments: 0
- Shares: 0
- Saved: 3
- Profile visits: 4
- Follows: 2

April 16 – Repost of Tuscan Cafe post (their new latte flight)

- Reach: 1,982
- Impressions: 2,451 (1,986 from home, 385 from explore, 41 from profile & 39 other)
- Likes: 102
- Comments: 3
- Shares: 17
- Saved: 3
- Profile visits: 10
- Follows: 0

April 6 – Repost of The Garage Patio Season post (image of their patio)

- Reach: 1,744
- Impressions: 1,929 (1,654 from home, 226 from explore, 29 from profile & 20 other)
- Likes: 103
- Comments: 0
- Shares: 7
- Saved: 1
- Website Clicks: 3

TWITTER:

Followers: 933

Twitter does not provide many analytics.

Top Tweet(s):

April 16 – Northville Commemorative Bench Program announcement

Likes: 3

Retweets: 0

Comments: 0

April 3 – Announcement of the weekend’s Food Stands & restaurants

Likes: 2

Retweets: 1

ADVERTISING:

The Ville:

Quarter page ads will be place in 12 issues of the magazine (May 2021-April 2022).

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 April 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 –
 - Tuscan New location
 - Toria Opening
 - Poole's Reopening/Renovations

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

- [WXYZ TV 7 interview with a Spice Merchants](#) on their expansion during the pandemic
- [The Detroit News Homestyle section Welcome Mat column](#) ran a brief about Dancing Eye Gallery's April 30 Pop-Up Event

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

VOLUNTEERS NEEDED



KEEP NORTHVILLE BEAUTIFUL

CLEAN UP DAY

Saturday, May 15, 2021

9:00 a.m. – 12:00 p.m.

Meet at Cady Street behind Presbyterian Church

Masks and social distancing required/ bags and gloves provided

Sponsored by City of Northville Beautification Commission **(248-349-1300)**