



Northville DDA - Marketing Committee
Thursday, September 2, 2021
8:30 am – Via Zoom

Join Zoom Meeting: <https://us02web.zoom.us/j/86781080528>

Meeting ID: 867 8108 0528

Mobile Connection: 1-312-626-6799

AGENDA

- | | |
|--------------|---|
| 8:30 – 8:35 | 1. Welcome from the Chair |
| 8:35 – 8:40 | 2. Audience Comments (limit 3 minutes) |
| 8:40 - 9:00 | 3. News from Organizations |
| 9:00 – 9:10 | 4. PR & Marketing efforts for August 2021 <ul style="list-style-type: none">a. August Stats and Measurements (Attachment 4.a)b. August PR Summary (Attachment 4.b)c. September Ad in the 'Ville (Attachment 4.c)d. October Ad in the 'Ville (Attachment 4.d) |
| 9:10 – 9:30 | 5. Recap of Events <ul style="list-style-type: none">a. Sidewalk Sale – August 6-8, 2021b. Northville Food and Wine Festival – August 13-15, 2021 |
| 9:30 – 9:45 | 6. Upcoming Events <ul style="list-style-type: none">a. Live at 5 – September 10, 2021b. Corn Maze/Maybury Farm – 10, 11, 17, 18, 24, 25 September, 2021c. Vintage Makers' Market – September 12, 2021d. Sundays at Mill Race Village – September 12, 19, 26, 2021e. Heritage Festival – September 17-18, 2021f. Activities at Mill Race Village – September 19, 2021g. History of Maybury Hike – September 19, 2001h. Living & Learning Center Family Fun Day – September 25, 2021i. Fall Festival – Northville District Library – September 25, 2021j. Social District Music – every Friday/Saturday through Halloween |
| 9:45 – 10:00 | 7. Winter Event – Winter Market (Attachment 7) |

Next Meeting – Thursday, September 2, 2021

August 2021:

FACEBOOK:

Facebook Page Update:

Through August 27

Page Likes: 13,082 (50 more than last summary)

Followers: 13,870 (73 more since last summary)

Check-ins: 21,475 (252 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: 21,847

Monthly Page Views: 1,231

Monthly Post Engagement: 12,801

Organic Post ~ Design Du Jour Business Spotlight (with graphic)

Run date(s): August 20

Reach: 2,696

Reactions:

- Likes: 17 (post)
- Love: 1 (on post)
- Comments: 2 (on post)
- Shares: 0 (on post)

Post Clicks: 56 (5 photo / 10 link / 31 other such as page title or “see more”)

Organic Post ~ Little Salumi Food Stand Pop Up (with photo)

Run date(s): August 19

Reach: 4,516

Reactions:

- 57 likes (55 on post & 2 on share)
- 7 Love (on post)
- Comments: 2 (on post)
- Shares: 3 (on post)

Post Clicks: 189 (26 photo / 163 other such as page title or “see more”)

Organic Post Browndog Business Spotlight (with graphic)

Run date(s): August 6

Reach: 11,405

Reactions:

- 255 likes (95 on post / 160 on share)
- 98 Love (31 on post / 67 on share)
- Comments: 44 (23 on post / 21 on share)
- Shares: 8 (on post)

Post Clicks: 677 (15 photo / 23link / 639 other such as page title or “see more”)

INSTAGRAM:

Followers: 4,673 (87 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: 5,684 (the number of unique accounts that have seen any of our posts)

- 3,003 followers / 2,681 non followers
- 8,263 posts / 1,528 stories / 3 IGTV videos

Account Activity: 1,064

- Profile visits: 1,045
- Business Address Taps: 4
- Website taps: 15
- Call Button: 0

Impressions: 124,917 (total number of times our posts have been seen)

Content Interactions: 1,821

Post Interactions: 1,778

- Likes: 1,590
- Comments: 36
- Saves: 38
- Shares: 81
- Story Interactions: 43
 - Replies: 22
 - Shares: 21

Top Post(s):

August 16 – Repost Nourish Northville New Owners

- Reach: 2,460 (20% of accounts reached were not followers)
- Impressions: 2,734 (2,215 from home, 446 from explore, 55 from profile & 15 other)
- Likes: 150
- Comments: 3
- Shares: 3
- Saved: 1
- Profile visits: 11
- Follows: 2

July 22 – Repost of Farmer’s Market post – Heritage Festival Announcement

- Reach: 2,184 (16% of accounts reached were not followers)
- Impressions: 2,331 (1,930 from home, 300 from explore, 38 from profile & 63 other)
- Likes: 133
- Comments: 2
- Shares: 35
- Saved: 11
- Profile visits: 9
- Follows: 6

July 18 – Reminder about Cannelle Food Stand on the weekend

- Reach: 2,101 (13% of the accounts reached were not followers)
- Impressions: 2,253 (1,948 from home, 260 from explore, 31 from profile & 14 other)
- Likes: 79
- Comments: 5
- Shares: 4
- Saved: 5
- Profile Visits: 1
- Follows: 0
- Business Address Taps: 1

TWITTER:

Followers: 947

Twitter does not provide many analytics.

Top Tweet(s):

July 16 – Stampeddler Business Spotlight

Likes: 3

ADVERTISING:

The Ville:

Quarter page ads will be placed 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 August 2021:

PUBLICITY:

Sent Press Releases:

- Toria opening
- Design Du Jour opening

Upcoming Press Releases:

- Little Salumi opening
- Mod Market Anniversary
- Skeletons Are Alive Kick off

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

- August 12 – [Metro Mode](#) – Toria feature: European-style café, bar, and bistro to open in downtown Northville
- July 19 – [Crain's Detroit](#) – Toria: The opening was included in the Restaurant Roundup (digital edition/subscribers only). They also ran the article in the print edition on August 16.
- August 15 – Detroit Free Press – Toria: The opening was included in the restaurant column (subscribers only article)

SOCIAL MEDIA:

- Began rolling out Business Spotlights every first & third Friday of the month to coincide with ad theme.
- 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 August issue of The Ville

UPCOMING PAID ADVERTISING:

PRINT:

- Half-page Ads in The Ville

- The DDA has a contract with The Ville (September 2021-April 2022). The ads is $\frac{1}{4}$ page size.
- Ad theme features a new shop or restaurant owner every month



Downtown
Northville
Timeless with a twist

downtownnorthville.com

Where supporting our
local businesses is
Main & Center

*Pictured: Carol Perreto, owner of Gardenviews at Home.
A member of the Downtown Northville family of businesses for five years.*

Attachment 4.d



Downtown
Northville
Timeless with a twist

downtownnorthville.com

Where supporting our
local businesses is
Main & Center

*Pictured: Husband & Wife and Northville residents, Bobby & Michele Johnson.
Members of the Downtown Northville family of businesses for four years.*

Northville's December to Remember

- December 1st – December 31st
- Street decorations
 - Buildings lined with lights
 - Santa Mouse hidden in all store fronts
 - Dr. Demray Rudolf Cars in place of Police Cars
 - Pods decorated by Adorn
 - Best windowfront contest???
 - Northville Patrons can cast their vote for the best Holiday window display
 - Santa mouse hidden in each storefront
- December 1 Northville Lights Kickoff
 - Streets are light up in downtown Northville
 - Music Playing
 - Any other ideas?
- Weekend Entertainment
 - Thursday night Holiday's Unplugged
 - Enjoy a relaxed evening in downtown Northville with your family listening to live music
 - (Need to book entertainer)
 - Friday Night Pop-Up Music
 - Each Friday in December there will be a different surprise music type. Come downtown to find out what it is!
 - Bagpipes
 - Carolers
 - Singing Santa?
 - Carriages Rides
 - Saturday
 - Kid friendly events
 - Build a bear truck (if we can find this in Michigan – will look for alternative in not possible)
 - Santa's Reindeer visit Northville (looking into rental times and prices)
 - Alpaca visit (living and learning center)
 - Make your own Toy Truck (this was at a Chamber Event in recent years. Contacting Jody for more information)
 - Holiday caricature Artist
 - Holiday face painting
 - Light up toy sales
 - Carriage Rides
 - Nightly music at the Marquee

- Sunday Family Day
 - Enjoy a day with your kids for some live entertainment and family time.
 - Live wood carving
 - Ice sculpture carving
 - Hot totty/Hot Chocolate tasting
 - Hot chocolate bombs for sale
 - Breakfast with Santa
 - Can we get this moved to Northville square?
 - Candy Cane Course
 - Stores hand out candy cane to kids as their parents shop for holiday gifts
 - Candy Cane Cake Walk
 - Children come downtown for a fun lighthearted candy cane cake walk. Anything candy cane will be accepted for prizes.
 - Any other ideas?
- Holiday Event Themes
 - Weekend 1 (Dec3-5)
 - Holiday Drink Tasting
 - Restaurants are asked to come up with a Holiday Drink. Patrons can stroll the streets and compare the festive drinks from each of our restaurants.
 - Ugly Christmas Sweater night out in Northville
 - Weekend 2 (Dec10-12)
 - Holiday tasting menu
 - Restaurants are asked to come up with a Holiday dish.
 - Weekend 3 (Dec17-19)
 - Shop 'til You Drop
 - Shops can offer holiday sales/specials this weekend. Maybe a Christmas tree that has ornaments, grab on and a discount may be unveiled?
- Marketing
 - Logo
 - Consistent marketing for December to Remember will help with it's success.
 - Names for the market
 - Northville Holiday Market
 - Winter Fest
 - Northville's December to Remember
 - The North Pole in the Ville
 - Northville Noel Fest
 - Northville Wonderland

- Ideas?
 - Social Media Marketing
 - Each weekend will be advertised of what to expect. New events will draw the same patrons week after week.
 - Print marketing
 - Advertisement in The Ville
- New Years Eve ideas??
 - Need idea of how to close out a December to Remember
- Other ideas for making a successful December to Remember?

December 2021

Holidays in Northville ~ A December to Remember

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	Holiday Drink Tasting Carriage Rides 3	Holiday Drink Tasting Carriage Rides 4
Hot Totty Sunday 5	6	7	Northville Lights 8	Music Performance 9	Carolers 10	Mobile Teddy Bear C Music Performance 11
Sculpture Carvings				Music Performance	Holiday Tasting Menu Carriage Rides 10	Holiday Tasting Mer Carriage Rides 11
Breakfast with Santa 12	13	14	15	16	Shop til' Your Drop Carriage Rides 17	Wooden Toy Trucl Music Performance 18
Live Wood Carving				Music Performance	Carolers 17	Santa's Reindeer Music Performance
Handy Cane Course 19	20	21	22	23	24	25
Handy Cane Walk			Carriage Rides	Music Performance Carriage Rides	Carolers	Santa's Reindeer Music Performance
26	27	28	29	30	31	31
			YEAR END IDEAS NEEDED!	YEAR END IDEAS NEEDED!	Carriage Rides	Carriage Rides