



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

Join Zoom Meeting: <https://us02web.zoom.us/j/85889504289>
Meeting ID: 858 8950 4289
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 November 2021 <ul style="list-style-type: none">a. November Stats and Measurements (Attachment 4.a)b. November PR Summary (Attachment 4.b)c. December Ad in the 'Ville (Attachment 4.c)d. Holiday to Remember Ad in the 'Ville (Attachment 4.d) |
| 9:10 – 9:30 | 5. Recap of Events <ul style="list-style-type: none">a. Marie Antoinette's Birthday – November 2, 2021b. Small Works – November 12-30, 2021c. Holiday Lights Parade and Tree Lighting – November 19, 2021d. Greens Market – November 20-21, 2021e. Huffin' for the Stuffin' – November 25, 2021 |
| 9:30 – 9:45 | 6. Upcoming Events <ul style="list-style-type: none">a. Holiday to Remember – Downtown Northville – first three weekends, December 2021b. Small Works – Northville Art House – December 1-18, 2021c. Christmas Carol – Tipping Point Theater – December 1-19, 2021d. Merry Little Christmas Party – New Hope Grief – December 3, 2021e. Owl Prowl – Maybury State Park - December 3, 2021f. Children's Christmas Workshop – Mill Race Village – December 4, 2021g. Santa Breakfast (Pancakes & Pajamas) – Northville Community Center – December 4, 2021h. Holiday Fun at the Farm – Maybury Farm – December 4-5, 11-12, 2021i. Kids Holiday Shopping Day – Northville Art House – December 18, 2021 |

Next Meeting – Thursday, December 2, 2021

November 2021:

FACEBOOK:

Facebook Page Update:

Through November 27

Page Likes: 13,494 (80 more than last summary)

Followers: 14,393 (115 more since last summary)

Check-ins: 22,900 (439 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: 16,578

Monthly Page Views: 1,480

Monthly Post Engagement: 18,558

Organic Post ~ Small Business Saturday Reminder (shared Colors of the Wood Post)

Run date(s): November 27 (10:23 a.m.)

Reach: 2,525

Reactions:

- Likes: 25 (on post)
- Love: 1 (on post)
- Comments: 1 (on post)
- Shares: 2 (on post)

Post Clicks: 25 (12 photo / 13 other such as page title or “see more”)

Organic Post ~ Santa at Maybury Farm (shared post)

Run date(s): November 19 (11:30 a.m.)

Reach: 3,173

Reactions:

- 12 likes (10 on post / 2 on share)
- 1 Love (on share)
- Comments: 1 (on post)
- Shares: 6 (on post)

Post Clicks: 67 (13 photo / 22 link / 32 other such as page title or “see more”)

Organic Post ~ Announcement of A Holiday to Remember (with graphic)

Run date(s): November 11 (1:00 p.m.)

Reach: 6,430

Reactions:

- 74 likes (55 on post / 19 on share)
- 8 Love (4 on post / 4 on share)
- Comments: 8 (7 on post / 1 on share)
- Shares: 23 (on post)

Post Clicks: 326 (221 photo / 105 other such as page title or “see more”)

INSTAGRAM:

Followers: 5,097 (149 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: 8,934 (the number of unique accounts that have seen any of our posts)

- 3,148 followers / 5,786 non followers
- 12,900 posts / 1,676 stories / 1,750 videos

Account Activity: 1,204

- Profile visits: 1,510
- Business Address Taps: 5
- Website taps: 65
- Call Button: 1

Impressions: 184,992 (total number of times our posts have been seen)

Content Interactions: 2,629

Post Interactions: 2,516

- Likes: 2,207
- Comments: 55
- Saves: 59
- Shares: 65
- Story Interactions: 34
 - Replies: 19
 - Shares: 15

Top Post(s):

November 16 – Coming Soon: Lava Grille

Reach: 2,959 (2,229 followers / 730 non followers)

Impressions: 3,872 (3,125 from home, 562 from explore, 101 from profile & 66 other)

Content Interactions:

- Likes: 186
- Comments: 12
- Shares: 62
- Saved: 3

Profile Activity:

- Profile visits: 48
- Follows: 0

November 27 – Small Business Saturday Reminder (repost of Tuscan Café post)

Reach: 2,347 (2,006 followers / 341 non-followers)

Impressions: 2,904 (2,527 from home, 299 from explore, 25 from profile & 8 other)

Content Interactions:

- Likes: 179
- Comments: 5
- Shares: 2
- Saved: 0

Profile Activity:

- Profile visits: 15
- Follows: 2
- Business Address Taps: 1

TWITTER:

Followers: 986 (3 more than last update)

Twitter does not provide many analytics.

Top Tweet(s):

November 20– Holiday Greens Market

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 November 2021:

PUBLICITY:

Press Releases Sent:

- A Holiday to Remember

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

- November 20 – [The Oakland Press](#) – Holiday Activities Kick off in Oakland County
-

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 November issue of The Ville

UPCOMING PAID ADVERTISING:

PRINT:

- Half-page Ads in The Ville
 - The DDA has a contract with The Ville (December 2021-April 2022). The ads is 1/4 page size.
 - Ad theme features a new shop or restaurant owner every month



OLUT SEQUEL
EVER YOUNG

Downtown
Northville
Timeless with a twist

downtownnorthville.com

Where supporting our
local businesses is
Main & Center

Pictured: Sam Sobh. A member of the Downtown Northville family of businesses since August 2021.



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Main & Center

a Holiday to Remember

Downtown Northville

Fridays

6:00 - 9:00 pm

Live Music

Strolling on
Main & Center

Sundays

3:00 - 5:00 pm

**Reindeer &
Special Holiday
Characters**

Strolling on
Main & Center

Saturdays

6:00 - 9:00 pm

**Horse &
Wagon Rides**

Town Square

First Three Weekends In December

brought to you by:



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