



Northville DDA - Marketing Committee  
Thursday, January 6, 2022  
8:30 am – Via Zoom

Join Zoom Meeting: <https://us02web.zoom.us/j/88394119942>  
Meeting ID: 883 9411 9942  
Mobile Connection: 1-646-558-8656, 1-301-715-8592

- |              |   |
|--------------|---|
| 8:30 – 8:35  | 1. Welcome from the Chair   |
| 8:35 – 8:40  | 2. Audience Comments (limit 3 minutes)  |
| 8:40 - 9:00  | 3. PR & Marketing efforts for December 2021 <ul style="list-style-type: none"><li>a. December Stats and Measurements (Attachment 3.a)</li><li>b. December PR Summary (Attachment 3.b)</li><li>c. January Ad in The 'Ville (Attachment 3.c)</li></ul>  |
| 9:00 – 10:45 | 4. Recap and News from Organizations <ul style="list-style-type: none"><li>a. City of Northville</li><li>b. Friends of Maybury<ul style="list-style-type: none"><li>i. Holiday on the Farm - December 4-5, 11-12, 2021</li></ul></li><li>c. Marquis Theatre</li><li>d. Mill Race Village<ul style="list-style-type: none"><li>i. Children's Christmas Workshop – December 4, 2021</li><li>ii. Festival of Trees – December 3-4, 2021</li><li>iii. Lecture Series – January 26, 2022</li></ul></li><li>e. Northville Art House<ul style="list-style-type: none"><li>i. Small Works – December 1-18, 2021</li><li>ii. Kids Holiday Shopping Day – December 18, 2021</li><li>iii. Live @ 5 Spoken Word Series – January 11, 18, 25, 2022</li><li>iv. Gnome Around Northville – January 2022</li><li>v. Mosaic Evolution Reception – January 14, 2022</li></ul></li><li>f. Northville Chamber of Commerce</li><li>g. Northville Community Foundation</li><li>h. Northville District Library</li></ul> |

- i. Northville Downtown Development Authority
  - i. Holiday to Remember – December 2021
  - ii. Recycled Snowmen – January 2022
  - iii. Spring evaluation of Road Closures
  
- j. Northville Merchants Association
  
- k. Northville Parks & Recreation
  - i. Santa Breakfast – December 4, 2021
  - ii. New Year's Bingo – January 13, 2022
  
- l. Northville Township

9:45 – 10:00

- 5. Establishment of Special Event/Town Square Task Force
  - a. Can events and Street Closures work together
  - b. Fees for use of Streets/Sidewalks/Plazas/Utilities
  - c. Private use of Streets/Sidewalks/Plazas
  - d. Use of Pods and Stands
  - e. Outdoor Music
    - i. Locations
    - ii. Type of Music
    - iii. Frequency

Next Meeting – Thursday February 3, 2022

## **December 2021:**

### **FACEBOOK:**

#### **Facebook Page Update:**

Through December 29

Page Likes: 13,589 (95 more than last summary)

Followers: 14,504 (111 more since last summary)

Check-ins: 23,115 (215 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: 34,244

Monthly Page Views: 1,674

Monthly Post Engagement: 17,563

#### **Organic Post ~ Announcement that DDA will share Holiday Greetings from businesses (with photo)**

Run date(s): December 20 (9:35 a.m.)

Reach: 2,997

Reactions:

- Likes: 6 (on post)
- Love: 6 (on post)
- Comments: 0
- Shares: 0

Post Clicks: 6 (3 photo / 3 other such as page title or “see more”)

#### **Organic Post ~ Thank you to all who made it “A Holiday To Remember” (with photos)**

Run date(s): December 20 (6 p.m.)

Reach: 4,523

Reactions:

- 91 likes (on post)
- 12 Love (on post)
- Comments: 0
- Shares: 3 (on post)

Post Clicks: 190 (130 photo / 60 other such as page title or “see more”)

#### **Organic Post ~ Still Time to Enjoy A Holiday to Remember (with photos)**

Run date(s): December 18 (1:00 p.m.)

Reach: 9,680

Reactions:

- 84 likes (74 on post / 10 on share)
- 14 Love (13 on post / 1 on share)
- Comments: 0

- Shares: 4 (on post)

Post Clicks: 831 (465 photo / 366 other such as page title or “see more”)

**Organic Post ~ About Last Night / Reminder of Horse & Wagon Rides (with photos)**

Run date(s): December 5 (1:00 p.m.)

Reach: 18,156

Reactions:

- 636 likes (302 on post / 334 on share)
- 156 Love (90 on post / 66 on share)
- 15 Wow (3 on post / 12 on share)
- Comments: 103 (36 on post / 67 on share)
- Shares: 100 (on post)

Post Clicks: 1,641 (674 photo / 967 other such as page title or “see more”)

**INSTAGRAM:**

Followers: 5,22 (135 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: 12,341 (the number of unique accounts that have seen any of our posts)

- 3,703 followers / 8,638 non followers
- 14,800 posts / 1,442 stories / 3,703 videos / 3,612 Reels

Account Activity: 1,204

- Profile visits: 1,629
- Business Address Taps: 11
- Website taps: 48
- Call Button: 0

Impressions: 193, 904 (total number of times our posts have been seen)

Content Interactions: 4,098

Post Interactions: 3,289

- Likes: 2,878
- Comments: 59
- Saves: 85
- Shares: 33
- Story Interactions: 43
  - Replies: 19
  - Shares: 24
- Reel Interactions: 335
  - Likes: 296
  - Comments: 5
  - Saves: 7
  - Shares: 27
- Video Interactions: 431
  - Likes: 401
  - Comments: 8

- Saves: 6
- Shares: 16

**Top Post(s):**

**December 5 – Beginning to look a lot like A Holiday To Remember**

Reach: 4,744 (2,640 followers / 2,104 non followers)

Impressions: 5,319 (3,740 from home, 1,442 from explore, 94 from profile & 18 other)

Content Interactions:

- Likes: 313
- Comments: 5
- Shares: 10
- Saved: 6

Profile Activity:

- Profile visits: 33
- Follows: 24

**December 5 – Horse and Wagon Rides reminder (with photos shared by a follower)**

Reach: 4,569 (2,610 followers / 1,959 non-followers)

Impressions: 5,531 (4,014 from home, 1,309 from explore, 107 from profile & 55 other)

Content Interactions:

- Likes: 308
- Comments: 14
- Shares: 52
- Saved: 18

Profile Activity:

- Profile visits: 39
- Follows: 26

**TWITTER:**

Followers: 990 (4 more than last update)

Twitter does not provide many analytics.

**Top Tweet(s):**

December 21– Happy First Day of Winter

Likes: 8

Retweets: 0

December 14 – Job Opportunity -- Groundskeeper

Likes: 1

Retweets: 2

## **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 December 2021:**

### **PUBLICITY:**

#### **Press Releases Sent:**

- A Holiday to Remember Announcement

#### **Upcoming:**

- Lava Grille Opening / Celebrity Pets New Owner
- Snowmen sculptures

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

- December 9– [WDIV](#) segment highlighting A Holiday to Remember activities

### **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](http://downtownnorthville.com)

Where supporting our  
local businesses is  
**Main & Center**

*Pictured: Sam Sobh owner of Design DuJour and a new member  
of the downtown business community since August 2021.*