



Northville DDA - Marketing Committee  
Thursday, May 5, 2022  
8:30 am – Via Zoom

Join Zoom Meeting: <https://us02web.zoom.us/j/83875720204>  
Meeting ID: [838 7572 0204](https://us02web.zoom.us/j/83875720204)  
Mobile Connection: [1-646-558-8656, 1-312-626-6799](https://us02web.zoom.us/j/83875720204)

### Meeting Agenda

1. Welcome from the Chair
2. Audience Comments (limit 3 minutes)
3. PR & Marketing efforts for April 2022
  - a. April Stats and Measurements (Attachment 3.a)
  - b. April PR Summary (Attachment 3.b)
  - c. May Ad in The 'Ville (Attachment 3.c)
4. Recap and News from Organizations
5. Next Meeting – Thursday June 2, 2022

## April 2022:

### FACEBOOK:

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

Through April 27

Page Likes: 13,710 (30 more than last summary)

Followers: 14,690 (45 more since last summary)

Check-ins: 23,520 (126 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: 27,529

Monthly Page Views: 797

Monthly Post Engagement: 13,013

#### **Organic Post ~ Shared post: Exchange Bar & Grill Sneak preview of deck (video)**

Run date(s): April 21 (11:33 a.m.)

Reach: 4,880

Reactions:

- Likes: 176
- Love: 23
- Wow: 2
- Comments: 20
- Shares: 11

Post Clicks: 577 (39 link / 588 other such as page title or “see more”)

Impressions: 4,904

#### **Organic Post ~ Northville Skatepark Drop in Beer Fest (with photo)**

Run date(s): April 13 (7:55 p.m.)

Reach: 6,514

Reactions:

Reactions:

- Likes: 71
- Love: 7
- Comments: 3
- Shares: 18

Post Clicks: 142 (12 photo / 28 link / 102 other such as page title or “see more”)

#### **Organic Post ~ Maybury Farm Eggstravaganza (shared post)**

Run date(s): April 4 (11:23 a.m.)

Reach: 4,203

Reactions:

- Likes: 7
- Love: 2
- Comments: 1

- Shares: 0

Post Clicks: 89 (24 photo / 4 link / 61 other such as page title or “see more”)

## **INSTAGRAM:**

Followers: 5,435 (38 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: 5,580 (the number of unique accounts that have seen any of our posts)

- 3,289 followers / 2,291 non followers
- 7,937 posts / 1,634 stories / 1,310 videos / 54 Reels

Account Activity: 578

- Profile visits: 558
- Website taps: 18
- Business Address Taps: 2

Impressions: 128, 726 (total number of times our posts have been seen)

Content Interactions: 1,348

Post Interactions: 1,266

- Likes: 1,144
- Comments: 24
- Saves: 25
- Shares: 54
- Story Interactions: 24
  - Replies: 13
  - Shares: 11
- Reel Interactions: 1
- Video Interactions: 57
  - Likes: 54
  - Shares: 3

### **Top Post(s):**

**April 10 – Open on Sundays business spotlight (shared post)**

Reach: 2,464 (2,154 followers / 310 non followers)

Impressions: 3,022 (2,703 from home, 254 from explore, 24 from profile & 19 other)

Content Interactions:

- Likes: 132
- Comments: 0
- Shares: 2
- Saved: 2

Profile Activity:

- Profile visits: 9
- Follows: 2

**April 5 – Celebrity Pets Company Beautiful Day in Downtown Northville (shared post)**

Reach: 1,655 (1,436 followers / 219 non-followers)

Impressions: 2,185 (1,948 from home, 157 from explore, 36 from profile & 16 other)

Content Interactions:

- Likes: 113
- Shares: 6
- Comments: 3
- Saves: 1

Profile Activity:

- Profile visits: 4

**TWITTER:**

Followers: 1,004 (3 more than last update)

Twitter does not provide many analytics.

**Top Tweet(s):**

April 15 – Maybury State Park Track Chair

Likes: 2

Retweets: 1

April 5 – Maybury Farm Eggstravaganza

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.

**Northville Today:**

- Quarter-page Ads in Northville Today
  - Q2: Ad for Supporting our businesses is main & center with a photo of social district (like we did for Maybury and Chamber ads) and tag with dates of summer concerts (MAILED WEEK OF JUNE 6)
  - Q3: SKELETONS Ad (MAILED WEEK OF SEPTEMBER 19)
  - Q4: A Holiday to Remember (MAILED WEEK OF DECEMBER 5)

# **DOWNTOWN NORTHVILLE PR / ADVERTISING SUMMARY April 2022:**

## **PUBLICITY:**

### **Upcoming Press Releases:**

- Summer Concerts Announcement

## **SOCIAL MEDIA:**

- Continuing Business Spotlights every month to coincide.
- 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 April issue of The Ville

## **UPCOMING PAID ADVERTISING:**

### **PRINT:**

- Ad in Chamber Directory
- Ad in Maybury Park Map
- Quarter-page Ads in April issues of The Ville
  - These are final two ads on our contract and we are going to renew 12-months of 1/4-page ads.
  - Ad theme features a new shop or restaurant owner every month
- Quarter-page Ads in Northville Today
  - Mailed to 21,000 households
  - Q2: Ad for Supporting our businesses is main & center with a photo of social district (like we did for Maybury and Chamber ads) and tag with dates of summer concerts (MAILED WEEK OF JUNE 6)
  - Q3: SKELETONS Ad (MAILED WEEK OF SEPTEMBER 19)
  - Q4: A Holiday to Remember (MAILED WEEK OF DECEMBER 5)



*Downtown*  
**Northville**  
*Timeless with a twist*

**downtownnorthville.com**

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

*Pictured: Rachelle Vartanian, owner of Mod Market, and enterprise of the Living & Learning Enrichment Center. A member of the Downtown Northville family of businesses since 2019.*