



Northville DDA - Marketing Committee
Thursday, August 4, 2022
8:30 am – Via Zoom

Join Zoom Meeting: <https://us02web.zoom.us/j/83527905785>

Meeting ID: [835 2790 5785](#)

Mobile Connection: [1-646-931-3860](#), [1-301-715-8592](#)

Meeting Agenda

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

July 2022:

FACEBOOK:

Facebook Page Update:

Through July 28

Followers: 14,898 (43 more since last summary)

Demo:

- Women (81.8%)/ Men (18.2%)
- Age demo: 35-44 main demo with 45-54 next largest
- Top 10 cities followers are from: Northville (16.6%, Novi (9.4%), Livonia (7.7%), Plymouth, Canton, Farmington Hills, Westland, South Lyon, Detroit, & Commerce

Monthly Total Reach: 13,787

Monthly Page Views: 2,874

Monthly Post Engagement: 15,343 (823 engagements, 55 comments, 459 Likes, 7,363 photo clicks, 193 video clicks)

Organic Post ~ Peach week at Tuscan Café (shared post)

Run date(s): July 12 (11:13 a.m.)

Reach: 6,242

Reactions (likes, love, etc.): 63

Comments: 12

Shares: 4

Post Clicks: 142

Organic Post ~ Music at Maybury Returns

Run date(s): July 8 (11:30 a.m.)

Reach: 5,214

Reactions (Likes, Love, etc.): 25

Comments: 1

Shares: 14

Post Clicks: 29

Organic Post ~ Northville Art House Plein Air

Run date(s): July 22 (6:09 p.m.)

Reach: 3,420

Reactions (Likes, Love, etc.): 27

Comments: 0

Shares: 0

Post Clicks: 48

INSTAGRAM:

Followers: 5,663 (62 more followers since last summary)

77% women / 23% men

Age demo: 35-44 (32%), 25-34 (27.9%), 45-54 (20.6%)

Top Locations: Northville (23.1%), Novi (12.1%), Plymouth (9.1%), Livonia (5.7%) & Canton (3.8%)

Insights from last 30 days:

Reach: 6,514 (the number of unique accounts that have seen any of our posts)

- 4,216 followers / 2,298 non followers
- 7,509 posts / 4,978 Reels / 1,736 stories / 36 videos

Accounts Engaged: 884

- 814 Followers/70 non-followers

Account Activity: 1,183

- Profile visits: 1,141
- Website taps: 38
- Business Address Taps: 3
- Call Button Taps: 1

Impressions: 197, 923 (total number of times our posts have been seen)

Content Interactions: 2,536

Post Interactions: 1,656

- Likes: 1,429
- Comments: 37
- Saves: 44
- Shares: 146
- Story Interactions: 75
 - Replies: 31
 - Shares: 44
- Reel Interactions: 808
 - Likes: 706
 - Comments: 8
 - Shares: 40
 - Saves: 80

Top Post(s):

Based on likes

July 22 – Cheers to the Weekend – shared Browndog’s Boozy Boba cocktails

Reach: 3,211 (3,152 followers / 59 non followers)

Impressions: 3,516 (3,419 from home, 35 from profile & 63 other)

Engagement: 248 (244 followers / 4 non-followers)

Post Interactions: 288

- Likes: 211
- Comments: 13
- Shares: 54
- Saved: 10

Profile Activity: 29

- Profile visits: 25
- Follows: 2
- Website taps: 2

July 12 Little Salumi Charcuterie Boards

Reach: 1,380 (1,332 followers / 48 non-followers)

Impressions: 1,870 (1,790 from home, 19 from location, 38 from profile & 16 other)

Engagement: 97 (91 followers / 6 non-followers)

Post Interactions: 105

- Likes: 89
- Shares: 7
- Comments: 7
- Saves: 2

Profile Activity: 7

- Profile visits: 7

TWITTER:

Followers: 1,016 (9 more from last summary)

Twitter does not provide many analytics.

Top Tweet(s):

July 12 – Shop Local Reminder with photo (posted during Amazon Prime Days)

Likes: 4

Retweets: 0

July 5 – Garden Walk Announcement

Likes: 1

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.

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 July 2022:

PUBLICITY:

Press Releases Sent:

- Combined press release on restaurant announcements and openings (Mithai & Chai, Exchange Bar & Grill patio, Toria New Chef)

Upcoming Press Releases:

- Great White Buffalo Brewing Company opening

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 July issue of The Ville
- Ad in Q2 of Northville Today (mailed week of June 6)
- Ad in Chamber Directory
- Ad in Maybury Park Map

UPCOMING PAID ADVERTISING:

PRINT:

- Quarter-page Ads in The Ville
 - 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
 - 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: Jennifer Nguyen Oaoud, owner of Kiss My Lash Eyelash Lounge,
a member of the Downtown Northville family of businesses since December 2021.*

