



Northville DDA - Marketing Committee  
Thursday, September 1, 2022  
8:30 am – Via Zoom

Join Zoom Meeting: <https://us02web.zoom.us/j/86870671327>  
Meeting ID: [868 7067 1327](https://us02web.zoom.us/j/86870671327)  
Mobile Connection: [1-301-715-8592](https://us02web.zoom.us/j/86870671327)

### Meeting Agenda

1. Welcome from the Chair
2. Audience Comments (limit 3 minutes)
3. PR & Marketing efforts for August 2022
  - a. August Stats and Measurements (Attachment 3.a)
  - b. August PR Summary (Attachment 3.b)
  - c. August Ad in The 'Ville (Attachment 3.c)
4. Recap and News from Organizations
5. Next Meeting – Thursday, October 6, 2022

## **August 2022:**

### **FACEBOOK:**

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

Through July 28

Followers: 14,952 (65 more than 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: 70,528

Monthly Page Views: 3,850

Monthly Post Engagement: 16,396 (925 reactions, 44 comments, 60 shares, 7,695 photo clicks, 782 link clicks)

#### **Organic Post ~ Parmenter's Opening (shared post)**

Run date(s): August 22 (7:56 a.m.)

Reach: 3,381

Reactions (likes, love, etc.): 103

Comments: 4

Shares: 18

Post Clicks: 62

#### **Organic Post ~ A look ahead to Fall (Photos of event postcards)**

Run date(s): August 18 (12:02 p.m.)

Reach: 3,515

Reactions (Likes, Love, etc.): 45

Comments: 2

Shares: 18

Post Clicks: 414

#### **Organic Post ~ Beauty from Every Angle (share of Beautification Commission post)**

Run date(s): August 16 (2:22 p.m.)

Reach: 4,924

Reactions (Likes, Love, etc.): 166

Comments: 4

Shares: 6

Post Clicks: 389

#### **Organic Post ~ Have You Stopped Into Rebecca's Michigan Store (shared post)**

Run date(s): August 8 (9:45 a.m.)

Reach: 5,686

Reactions (Likes, Love, etc.): 56

Comments: 2

Shares: 3

Post Clicks: 556

**Organic Post ~ Good Morning Northville! It's Friday and there is a lot happening (photo of the clock)**

Run date(s): August 5 (7:14 a.m.)

Reach: 5,015

Reactions (Likes, Love, etc.): 110

Comments: 5

Shares: 11

Post Clicks: 166

**INSTAGRAM:**

Followers: 5,720 (57 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: 8,619 (the number of unique accounts that have seen any of our posts)

- 4,141 followers / 4,478 non followers
- 7,458 posts / 6,670 Reels / 1,726 stories / 16 videos

Accounts Engaged: 977

- 889 Followers/88 non-followers

Account Activity: 1,313

- Profile visits: 1,277
- Website taps: 36
- Business Address Taps: 0
- Call Button Taps: 0

Impressions: 191, 977 (total number of times our posts have been seen)

Content Interactions: 2,721

Post Interactions: 2,050

- Likes: 1,759
- Comments: 51
- Saves: 44
- Shares: 175
- Story Interactions: 61
  - Replies: 32
  - Shares: 29
- Reel Interactions: 610
  - Likes: 540
  - Comments: 7
  - Shares: 12
  - Saves: 51

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

*Based on likes*

#### **August 16 – Parmenter’s Opening – shared post**

Reach: 3,113 (3,009 followers / 104 non followers)

Impressions: 3,421 (3,279 from home, 29 from profile, 41 from hashtag & 63 other)

Engagement: 300 (291 followers / 9 non-followers)

Post Interactions: 380

- Likes: 265
- Comments: 8
- Shares: 98
- Saved: 9

Profile Activity: 15

- Profile visits: 15

#### **August 21 – Shared Little Salumi Post about stolen table**

Reach: 2,788 (2,757 followers / 31 non-followers)

Impressions: 3,038 (2,990 from home, 22 from hashtag, 2 from profile & 24 other)

Engagement: 152 (152 followers / 0 non-followers)

Post Interactions: 152

- Likes: 132
- Shares: 8
- Comments: 9
- Saves: 3

Profile Activity: 23

- Profile visits: 21
- Follows: 2

### **TWITTER:**

Followers: 1,024 (8 more from last summary)

Twitter does not provide many analytics.

#### **Top Tweet(s):**

August 18 – Upcoming Fall Events (with postcard images)

Likes: 6

Retweets: 1

August 16 – Dancin’ in the Ville

Likes: 1

Retweets: 0

## **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 August 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

#### **Press Received:**

- Northville Record – Buy Michigan Now Preview
- August 2 – [WDIV / Live in the D](#) Buy Michigan Now Festival segment
- August 5 – Fox2 Live from Downtown Northville to Preview the Buy Michigan Now Festival
- August 5 – WJR AM / Paul W. Smith interview with Lisa Diggs to preview the Buy Michigan Now Festival
- August 6 – Fox2 Live from Downtown Northville during the Buy Michigan Now Festival
- August 9 – Follow-up story from [Fox2](#) on the permanent street closures (spoke to Cobbler's Corner and City Councilmen)
- August 11 – [Metro Mode](#) story on permanent street closures

### **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 August issue of The Ville
- Ad in Q2 of Northville Today for Skeletons Event (mailed week of September 9)
- Ad in September issue of The Ville (Skeletons Event)

### **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
  - Q4: A Holiday to Remember (MAILED WEEK OF DECEMBER 5)



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

[downtownnorthville.com](http://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.*

