



Northville DDA - Marketing Committee
Thursday, November 3, 2022
8:30 am – Via Zoom

Join Zoom Meeting: <https://us02web.zoom.us/j/81495889279>

Meeting ID: [814 9588 9279](https://us02web.zoom.us/j/81495889279)

Mobile Connection: [1-309-205-3325, 81495889279# US](https://us02web.zoom.us/j/81495889279)

Meeting Agenda

1. Welcome from the Chair
2. Audience Comments (limit 3 minutes)
3. PR & Marketing efforts for October 2022
 - a. October Stats and Measurements (Attachment 3.a)
 - b. October PR Summary (Attachment 3.b)
4. Holiday to Remember (Attachment 4)
5. Recap and News from Organizations
6. Next Meeting – Thursday, December 1, 2022

October 2022:

FACEBOOK:

Facebook Page Update:

Through September 26

Followers: 15,302 (162 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: 42,455

Monthly Post Engagement: 40,424 (2,467 reactions, 303 comments, 236 shares, 19,858 photo clicks, 1,368 link clicks)

Organic Post ~ Throwback Thank You (with images of behind-the-scenes live shoot with WDIV)

Run date(s): October 20

Impressions: 6,979

Reach: 6,930

Engagement: 2,448

Interactions (likes, love, etc.): 98 like, 22 love

Comments: 3

Shares: 5

Other: 2,323 (link clicks)

Organic Post ~ Shared Great White Buffalo's post of construction

Run date(s): October 13

Impressions: 5,641

Reach: 5,640

Engagement: 392

Interactions (likes, love, etc.): 67 like, 2 love

Comments: 2

Shares: 0

Other: 321 (link clicks)

Organic Post ~ Announcement of Reset Brain & Body Opening (shared post)

Run date(s): October 3

Impressions: 3,883

Reach: 3,783

Engagement: 313

Interactions (likes, love, etc.): 60 like, 21 love, 2 Wow

Comments: 35

Shares: 1

Other: 195 (link clicks)

INSTAGRAM:

Followers: 5,979 (158 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: 9,014 (the number of unique accounts that have seen any of our posts)

- 4,640 followers / 4,374 non followers
- 10,700 posts / 6,585 Reels / 1,929 stories / 17 videos

Accounts Engaged: 1,661

- 1,507 Followers/154 non-followers

Account Activity: 1,834

- Profile visits: 1,777
- Website taps: 56
- Call Button Taps: 1

Impressions: 152, 165 (total number of times our posts have been seen)

Content Interactions: 5,546

Post Interactions: 4,094

- Likes: 3,394
- Comments: 84
- Saves: 105
- Shares: 221
- Story Interactions: 47
 - Replies: 16
 - Shares: 31
- Reel Interactions: 1,405
 - Likes: 1,155
 - Comments: 19
 - Shares: 204
 - Saves: 27

Top Post(s):

Based on likes

October 19 – Shared WDIV Post from Live Broadcast

Reach: 3,159 (3,090 followers / 69 non followers)

Impressions: 3,979 (3,872 from home, 85 from profile, 2 from hashtags & 19 other)

Engagement: 328 (328 followers / 0 non-followers)

Post Interactions: 313

- Likes: 262
- Comments: 4
- Shares: 16
- Saved: 2

Profile Activity: 28

- Profile visits: 25
- Follows: 2

- Website taps: 1

Top Reel (s):

Based on likes

October 6 – Repost from follower of the Downtown

Reach: 5,194 (5,489 plays)

Impressions: 3,040 (2,945 from home, 1 from location, 56 from profile & 38 other)

Engagement: 524 (505 followers / 19 non-followers)

Reel Interactions: 605

- Likes: 498
- Shares: 92
- Comments: 6
- Saves: 9

TWITTER:

Followers: 1,032 (same as last summary)

Twitter does not provide many analytics.

Top Tweet(s):

October 7 – Tonight is the Night – Skeletons Are Alive (with image)

Likes: 5

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 October 2022:

PUBLICITY:

Upcoming Press Releases:

- Great White Buffalo Brewing Company opening
- A Holiday to Remember

Press Received:

- October 3 – Online post from WRIF’s on-air personality, Meltdown about [The Skeletons](#) (Downtown Northville is in Halloween Mode)
- October 15 – [Little Guide Detroit](#) article “6 Kid-Friendly Fall Activities in Northville
- October 19 – Live in the D broadcast live from Downtown Northville about Fall in Northville (segments highlighted the social district, Mill Race Village and Parmenter’s)
 - <https://www.clickondetroit.com/live-in-the-d/2022/10/19/tourist-in-your-town-northville/>
 - <https://www.clickondetroit.com/live-in-the-d/2022/10/19/spot-these-humorous-skeletons-all-over-the-downtown-of-this-local-city/>

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 October issue of The Ville
- Ad in Q2 of Northville Today for Skeletons Event (mailed week of September 9)
- Boosted Facebook post for Skeletons Launch Party

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 every month; November issue will be Holiday to Remember ad
- Quarter-page Ads in Northville Today
 - Mailed to 21,000 households
 - Q4: A Holiday to Remember (MAILED WEEK OF DECEMBER 5)

Main & Center

a Holiday to Remember

Downtown Northville

Friday

6:00 - 9:00 pm

Live Strolling Music

Horse & Carriage rides

Live Reindeer
& Grinch

Sunday

1:00 - 5:00 pm

Live Strolling Music

Horse & Carriage Rides

Live Unicorn
& Anna/Kristoff

Saturday

2:00 - 9:00 pm

Live Strolling Music

Horse & Carriage Ride

Live Unicorn
& Elsa

December 9, 10 & 11

brought to you by:



Downtown
Northville
Timeless with a twist

Main & Center

November & December

Downtown Northville

Dining

Shopping

Holiday
Fun

For event details visit
www.downtownnorthville.com.

Stay up to date on Northville happenings
on our social media.



November 17-December 18

It's a Wonderful Life: A Radio Play

Tipping Point Theatre

www.tippingpointtheatre.com

November 18 – ***Mother/Son Dance***

Northville Parks & Recreation

www.northvilleparksandrec.org

November 18-19 – ***Holiday Home Tour***

Northville Community Foundation

www.northvillecommunityfoundation.org

November 19 – ***Holiday Lighted Parade***

Northville Chamber of Commerce

www.northville.org

November 19-20 – ***Holiday Greens Market***

Northville Chamber of Commerce

www.northville.org

November 24 – ***Huffin' for the Stuffin' 5k***

Maybury State Park, www.friendsofmaybury.org

December 1-17 – ***Small Works***

Northville Art House, www.northvillearthouse.org

December 2 – ***Christmas in the Village***

Mill Race Village, www.millracenorthville.org

December 2 – ***Merry Little Christmas Party***

New Hope Grief, www.newhopecenter.net

December 3

Children's Christmas Workshop

Mill Race Village, www.millracenorthville.org

December 3 – ***Pancakes and Pajamas***

Northville Parks & Recreation

www.northvilleparksandrec.org

December 3-4, 10-11

Holiday Fun at the Farm

Maybury Farm, www.mayburyfarm.org

December 9-11 – ***A Holiday to Remember***

Northville DDA, www.downtownnorthville.com

December 10 – ***Christmas Tea***

Mill Race Village, www.millracenorthville.org

December 17 – ***Kids Holiday Shopping Day***

Northville Art House, www.northvillearthouse.org