



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

Join Zoom Meeting: <https://us02web.zoom.us/j/85970825234>
Meeting ID: [859 7082 5234](https://us02web.zoom.us/j/85970825234)
Mobile Connection: [+16465588656,,85970825234# US \(New York\)](https://us02web.zoom.us/j/85970825234)

Meeting Agenda

1. Welcome from the Chair
2. Audience Comments (limit 3 minutes)
3. PR & Marketing efforts for November 2022
 - a. November Stats and Measurements (Attachment 3.a)
 - b. November PR Summary (Attachment 3.b)
 - c. November Ad in the Ville (Attachment 3.c)
4. Recap and News from Organizations
5. Next Meeting – Thursday, January 5, 2023

November 2022:

FACEBOOK:

Facebook Page Update:

Through November 24

Followers: 15,385 (83 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: 28,513

Monthly Post Engagement: 30,390

- Reactions: 1,898
- Comments: 145
- Shares: 143
- Photo views: 17,135
- Link clicks: 561

Organic Post ~ This SATURDAY is looking bright! Join the Northville Chamber of Commerce as they host the Holiday Lighted Parade (with images)

Run date(s): November 14

Impressions: 13,858

Reach: 13,066

Engagement: 1,565

Interactions (likes, love, etc.): 251 like, 38 love

Comments: 31

Shares: 59

Link Clicks: 26

Other: 522 (link clicks)

Organic Post ~ Exciting news for the New Year from Alexanders Custom Clothiers ... New custom line coming January 2023!!!

Run date(s): November 10

Impressions: **6,636**

Reach: 6,581

Engagement: 779

Interactions (likes, love, etc.): 72 like, 11 love, 1 Wow

Comments: 2

Shares: 0

Other: 153

Organic Post ~ May your day be Merry & Bright ... visit Pear-aphernalia during their Holiday Open House

Run date(s): November 3

Impressions: 4,932

Reach: 4,924

Engagement: 504
Interactions (likes, love, etc.): 48 like, 8 love
Comments: 3
Shares: 3
Link Clicks: 1
Other: 126 (link clicks)

INSTAGRAM:

Followers: 6,110 (131 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: 7,882 (the number of unique accounts that have seen any of our posts)

- 4,876 followers / 3,006 non followers
- 11,000 posts / 3,952 Reels / 2,101 stories / 14 videos

Accounts Engaged: 1,615

- 1,506 Followers/109 non-followers

Account Activity: 1,948

- Profile visits: 1,902
- Website taps: 44
- Call Button Taps: 2

Impressions: 130,089 (total number of times our posts have been seen)

Content Interactions: 4,738

Post Interactions: 3,990

- Likes: 3,054
- Comments: 67
- Saves: 193
- Shares: 523
- Story Interactions: 25
 - Replies: 6
 - Shares: 19
- Reel Interactions: 723
 - Likes: 651
 - Comments: 9
 - Shares: 55
 - Saves: 8

Top Post(s):

Based on likes

November 11 – Northville part of Jeopardy Clue

Reach: 4,635 (4,114 followers / 521 non followers)

Impressions: 5,206 (4,650 from home, 93 from profile, 113 from hashtags & 340 other)

Engagement: 589 (551 followers / 38 non-followers)

Post Interactions: 763

- Likes: 511
- Comments: 9
- Shares: 213
- Saved: 30

Profile Activity: 76

- Profile visits: 52
- Follows: 24

November 19 – Holiday Greens Market Underway

Reach: 3,488 (3,423 followers / 65 non followers)

Impressions: 4,506 (4,327 from home, 120 from profile, 1 from explore & 58 other)

Engagement: 412 (412 followers / 0 non-followers)

Post Interactions: 441

- Likes: 378
- Comments: 2
- Shares: 59
- Saved: 2

Profile Activity: 34

- Profile visits: 32
- Follows: 1
- Website Taps: 1

TWITTER:

Followers: 1,023 (down 9 from last summary)

Twitter does not provide many analytics.

Top Tweet(s):

November 14 – Holiday Lighted Parade & Tree Lighting (with image)

Likes: 1

Retweets: 1

ADVERTISING:

The Ville:

Quarter page ads will be placed 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 November 2022:

PUBLICITY:

Press Releases Sent:

- A Holiday to Remember

Upcoming Press Releases:

- Great White Buffalo Brewing Company opening

Press Received:

- November 29 – Fox2 In-studio with Northville Art House Children’s Holiday Shopping Day

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 November issue of The Ville for A Holiday to Remember
- Ad in Q2 of Northville Today for A Holiday to Remember
- Boosted Facebook post for A Holiday to Remember

UPCOMING PAID ADVERTISING:

PRINT:

- Quarter-page Ads in The Ville
 - 12-months of ¼-page ads.
- 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