



Northville DDA - Marketing Committee  
Thursday, January 5, 2023  
8:30 am – Via Zoom

Join Zoom Meeting: <https://us02web.zoom.us/j/86444589834>

Meeting ID: **864 4458 9834**

Mobile Connection: **+13017158592,,86444589834# US**

### Meeting Agenda

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

## December 2022:

### FACEBOOK:

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

Through December 21

Followers: 15,479 (94 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: 20,550

Monthly Post Engagement: 13,204

- Reactions: 856
- Comments: 96
- Shares: 55
- Photo views: 4,885
- Link clicks: 386

#### **Organic Post ~ Share of City's Announcement of December 15 Public Meeting**

Run date(s): December 12

Impressions: **7,292**

Reach: 7,273

Engagement: 1,067

Reactions: 42

Like: 37

Love: 4

Sad: 1

Comments: 24

Shares: 5

Other: 574

#### **Organic Post ~ Final Day for A Holiday to Remember (with images)**

Run date(s): December 11

Impressions: **6,229**

Reach: 6,229

Engagement: 293

Reactions: 83

Like: 71

Love: 12

Comments: 5

Shares: 11

Other: 192

## **Organic Post ~ Still Looking for the Perfect Gift? Shop Local Reminder (with image)**

Run date(s): December 6

Impressions: 2,901

Reach: 2,711

Engagement: 86

Reactions: 32

Like: 28

Love: 4

Comments: 5

Shares: 4

Link Clicks: 8

Other: 18

## **INSTAGRAM:**

Followers: 6,173 (63 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: 6,540 (the number of unique accounts that have seen any of our posts)

- 4,036 followers / 2,504 non followers
- 8,101 posts / 3,836 Reels / 2,211 stories / 38 videos

Accounts Engaged: 807

- 760 Followers/47 non-followers

Account Activity: 1,948

- Profile visits: 1,462
- Website taps: 45
- Call Button Taps: 0

Impressions: 90,768 (total number of times posts have been seen)

Content Interactions: 1,959

Post Interactions: 1,657

- Likes: 1,392
- Comments: 35
- Saves: 67
- Shares: 93
- Story Interactions: 79
  - Replies: 20
  - Shares: 59
- Reel Interactions: 223
  - Likes: 138
  - Comments: 7
  - Shares: 59
  - Saves: 9

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

*Based on likes*

**December 1 – Shared Celebrity Pets Pics with Santa**

Reach: 1,301 (1,238 followers / 63 non followers)

Impressions: 1,748 (1,547 from home, 172 from profile, 7 from hashtags & 20 other)

Engagement: 77 (77 followers / 0 non-followers)

Post Interactions: 79

- Likes: 74
- Comments: 2
- Shares: 2
- Saved: 1

Profile Activity: 8

- Profile visits: 8
- Follows: 0

**December 16 – Shared Browndog’s Giveaway post**

Reach: 1,288 (1,261 followers / 27 non followers)

Impressions: 1,411 (1,362 from home, 27 from profile, 2 from explore & 20 other)

Engagement: 40 (36 followers / 4 non-followers)

Post Interactions: 41

- Likes: 38
- Comments: 0
- Shares: 3
- Saved: 0

Profile Activity: 12

- Profile visits: 11
- Follows: 1
- Website Taps: 0

**TWITTER:**

Followers: 1,026 (up 3 from last summary)

Twitter does not provide many analytics.

**Top Tweet(s):**

December 8– A Holiday to Remember Reminder (with images)

Likes: 2

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: Holiday Shopping (MAILED WEEK OF DECEMBER 5)

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

### **PUBLICITY:**

#### **Upcoming Press Releases:**

- Great White Buffalo Brewing Company opening

#### **Press Received:**

- December 7 – [Little Guide Detroit](#) preview of A Holiday to Remember
- December 8 – [Detroit Free Press](#) included A Holiday to Remember in 5 Things to Do in Metro Detroit This Weekend (with photo)

### **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: Holiday Shopping (MAILED WEEK OF DECEMBER 5)



Attachment 3.c



Downtown  
**Northville**  
Timeless with a twist

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

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

*Pictured: Rebecca's Michigan Store*



Alexander's  
Custom Clothiers



blackbird  
by dear prudence



Revir

# Shop Local

## *This Holiday Season*

For event details visit [www.downtownnorthville.com](http://www.downtownnorthville.com).

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



Downtown  
**Northville**  
Timeless with a twist