



Northville DDA - Marketing Committee
Thursday, February 2, 2023
8:30 am – Via Zoom

Join Zoom Meeting: <https://us02web.zoom.us/j/82043154959>

Meeting ID: **820 4315 4959**

Mobile Connection: **+13052241968,,82043154959# US**

Meeting Agenda

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

January 2023:

FACEBOOK:

Facebook Page Update:

Through January 27

Followers: 15,508 (29 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: 17,649

Page Visits: 2,000

Monthly Post Engagement: 11,554

Monthly Impressions 217,000

- Reactions: 1,007
- Comments: 67
- Shares: 55
- Photo views: 5,128
- Link clicks: 837

Organic Post ~ We are Already Thinking About Summer (Shared Article on Summer Concert Series)

Run date(s): January 9

Impressions: **8,982**

Reach: 8,813

Engagement: 914

Reactions: 193

Like: 182

Love: 12

Link Clicks: 432

Shares: 21

Other Clicks 246

Organic Post ~ SAVE THE DATE... Chili'in The Ville Announcement (with image)

Run date(s): January 16

Impressions: **9,567**

Reach: 9,378

Engagement: 409

Reactions: 149

Like: 136

Love: 12

Wow: 1

Comments: 15

Shares: 16

Link Clicks: 1

Other: 140

Organic Post ~ Job Alert City of Northville Police Department: Police Officer - Entry Level and Lateral Transfer Position (shared post)

Run date(s): January 4

Impressions: 6,297

Reach: 6,297

Engagement: 560

Reactions: 35

Like: 34

Love: 1

Comments: 7

Shares: 11

Link Clicks: 53

Other: 301

INSTAGRAM:

Followers: 6,223 (50 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: 5,210 (the number of unique accounts that have seen any of our posts)

- 4,012 followers / 1,198 non followers
- 6,545 posts / 2,960 Reels / 1,977 stories / 11 videos

Accounts Engaged: 580

- 551 Followers/29 non-followers

Account Activity: 721

- Profile visits: 707
- Website taps: 13
- Call Button Taps: 1

Impressions: 68,465 (total number of times posts have been seen)

Content Interactions: 1,214

Post Interactions: 901

- Likes: 737
- Comments: 17
- Saves: 58
- Shares: 83
- Story Interactions: 19
 - Replies: 10
 - Shares: 9
- Reel Interactions: 294
 - Likes: 283
 - Comments: 2
 - Shares: 8
 - Saves: 1

Top Post(s):

Based on likes

January 9 – Maybury Moon Hike

Reach: 2,900 (2,763 followers / 137 non followers)

Impressions: 3,122 (3,013 from home, 42 from profile, 6 from hashtags & 59 other)

Engagement: 117 (115 followers / 2 non-followers)

Post Interactions: 141

- Likes: 85
- Comments: 1
- Shares: 29
- Saved: 26

Profile Activity: 15

- Profile visits: 12
- Follows: 1
- Website taps: 2

January 16 – Save the Date – Chili'in The Ville

Reach: 2,528 (2,497 followers / 31 non followers)

Impressions: 2,761 (2,664 from home, 56 from profile, 3 from hashtag & 37 other)

Engagement: 112 (109 followers / 3 non-followers)

Post Interactions: 138

- Likes: 92
- Comments: 3
- Shares: 34
- Saved: 9

Profile Activity: 9

- Profile visits: 9

TWITTER:

Followers: 1,026 (same as last summary)

Twitter does not provide many analytics.

Top Tweet(s):**January 16 – Save the Date – Chili'in The Ville (with flyer)**

Likes: 2

Comments: 2 (from spam accounts unfortunately)

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 January 2023:

PUBLICITY:

Press Releases Sent:

- Chili'in The Ville (January 27)

Upcoming Press Releases:

- TBD 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 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 (1/4-page ads)
 - December featured Rebecca's Michigan Store
 - January 2023 featured Toria
 - February 2023 featured Chili'in The Ville
- Full Page Ad in SEEN Magazine in February issue (special deal) highlighting shopping & dining

SOCIAL MEDIA:

- Boosted post for Chili'in The Ville



Downtown
Northville
Timeless with a twist

downtownnorthville.com

Where supporting our
local businesses is
Main&Center

Pictured: Toria