



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

Join Zoom Meeting: <https://us02web.zoom.us/j/81542123543>

Meeting ID: **815 4212 3543**

Mobile Connection: **+13052241968,,81542123543# US**

Meeting Agenda

1. Welcome from the Chair
2. Audience Comments (limit 3 minutes)
3. PR & Marketing efforts for February 2023
 - a. February Stats and Measurements (Attachment 3.a)
 - b. February PR Summary (Attachment 3.b)
 - c. February Ad in the Ville (Attachment 3.c)
 - d. February Seen Ad (Attachment 3.d)
4. Recap and News from Organizations
5. Next Meeting – Thursday, April 6, 2023

February 2023:

FACEBOOK:

Facebook Page Update:

Through February 24

Followers: 15,529 (21 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: 14,734

Page Visits: 1,763

Monthly Post Engagement: 9,426

Monthly Impressions 217,000

- Reactions: 623
- Comments: 48
- Shares: 52
- Photo views: 3,399
- Link clicks:391

Organic Post ~ Exchange Bar & Grill's rooftop and patio has been nominated for Best of the Best by the Detroit Free Press

Run date(s): February 21

Impressions: **6,250**

Reach: 6,140

Engagement: 393

Reactions: 114

Like: 110

Love: 4

Comments: 12

Link Clicks: 61

Shares: 4

Other Clicks: 169

Organic Post ~ Just in time for Valentine's Day, Colors Of The Wood has released their HEART WALL ART! (shared post)

Run date(s): February 13

Impressions: **4,432**

Reach: 4,425

Engagement: 201

Reactions: 31

Like: 23

Love: 8

Comments: 2

Shares: 3

Link Clicks: 28

Other Clicks: 58

Organic Post ~ We will be spotlighting a Chili'in The Ville contestant leading up to the event. First up, Browndog Barlor (with image)

Run date(s): February 3

Impressions: **3,073**

Reach: 2,963

Engagement: 106

Reactions: 35

Like: 32

Love: 3

Comments: 6

Shares: 9

Link Clicks: 18

Other Clicks: 26

INSTAGRAM:

Followers: 6,259 (36 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: 5,328 (the number of unique accounts that have seen any of our posts)

- 3,971 followers / 1,357 non followers
- 7,518 posts / 1,912 Reels / 1,897 stories / 12 videos

Accounts Engaged: 579

- 544 Followers/35 non-followers

Account Activity: 797

- Profile visits: 763
- External Link taps: 34
- Call Button Taps: 0

Impressions: 70,341 (total number of times posts have been seen)

Content Interactions: 1,294

Post Interactions: 1,153

- Likes: 990
- Comments: 40
- Saves: 21
- Shares: 46
- Story Interactions: 36
 - Replies: 18
 - Shares: 18
- Reel Interactions: 105
 - Likes: 94
 - Comments: 1
 - Shares: 7
 - Saves: 3

Top Post(s):

Based on likes

February 16 – Spice Merchants Special Blend Benefitting MSU Students

Reach: 2,474 (2,428 followers / 46 non followers)

Impressions: 3,222 (3,149 from home, 26 from profile, 1 from explore & 46 other)

Engagement: 210 (202 followers / 8 non-followers)

Post Interactions: 255

- Likes: 197
- Comments: 7
- Shares: 48
- Saved: 3

Profile Activity: 9

- Profile visits: 9

February 22 – Closed Due to Weather

Reach: 2,696 (2,666 followers / 30 non followers)

Impressions: 2,911 (2,858 from home, 19 from profile, 1 from hashtag & 33 other)

Engagement: 74 (73 followers / 1 non-followers)

Post Interactions: 77

- Likes: 67
- Comments: 5
- Shares: 4
- Saved: 1

Profile Activity: 11

- Profile visits: 11

TWITTER:

Followers: 1,027 (up one from last summary)

Twitter does not provide many analytics.

Top Tweet(s):

February 24 – Northville Community Power Update

Likes: 2

Retweet: 1

Comments: 2 (from spam accounts unfortunately)

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: Holiday Shopping (MAILED WEEK OF DECEMBER 5)

SEEN MAGAZINE:

- Full page ad placed in SEEN Magazine

Maybury State Park Map:

- Double space ad in Park Map (Overall ad about Downtown Northville)

DOWNTOWN NORTHVILLE PR / ADVERTISING SUMMARY February 2023:

PUBLICITY:

Press Hits Received:

- February 23 – The Detroit News – [Chili'in The Ville](#) was highlighted in Weekly Dining Calendar (also highlighted in February 9 Dining calendar)
- February 23 – Macomb Daily highlighted [Chili'in The Ville](#) in their Things to Do in Metro Detroit This Weekend
- February 23 – Live in the D spotlighted [Chili'in The Ville](#)
- February 25 – Fox2 Weekend Live during morning from Downtown Northville to preview Chili'in The Ville

Upcoming Press Releases:

- TBD Great White Buffalo Brewing Company opening

SOCIAL MEDIA:

- 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 February issue of The Ville
- Boosted Facebook post for Chili'in The Ville
- Full Page Ad in SEEN Magazine in February issue (special deal) highlighting shopping & dining

UPCOMING PAID ADVERTISING:

PRINT:

- Quarter-page Ads in The Ville (1/4-page ads)
 - February 2023 featured Chili'in The Ville
 - March 2023 Shop & Dine (featured Pear-A-Phernalia & Tuscan Café)
 - April 2023 Shop & Dine (this is the last ad for our 12-month contract); After our last ad placement in April issue, we are going to hold off on renewal and look at other avenues
- Ad in May issue of SEEN Magazine

- Ad in Maybury Park Map (overall Downtown Northville ad)

SOCIAL MEDIA:

- Boosted post for Summer Concerts (May)

Save-the-Date

SATURDAY, FEBRUARY 25TH
1-5 PM, DOWNTOWN NORTHVILLE



The City & Township Fire Departments along with several restaurants return to face off in a **HEATED** chili competition in downtown Northville. During the event take a walk on the wild side and see the zoo-themed ice sculptures.



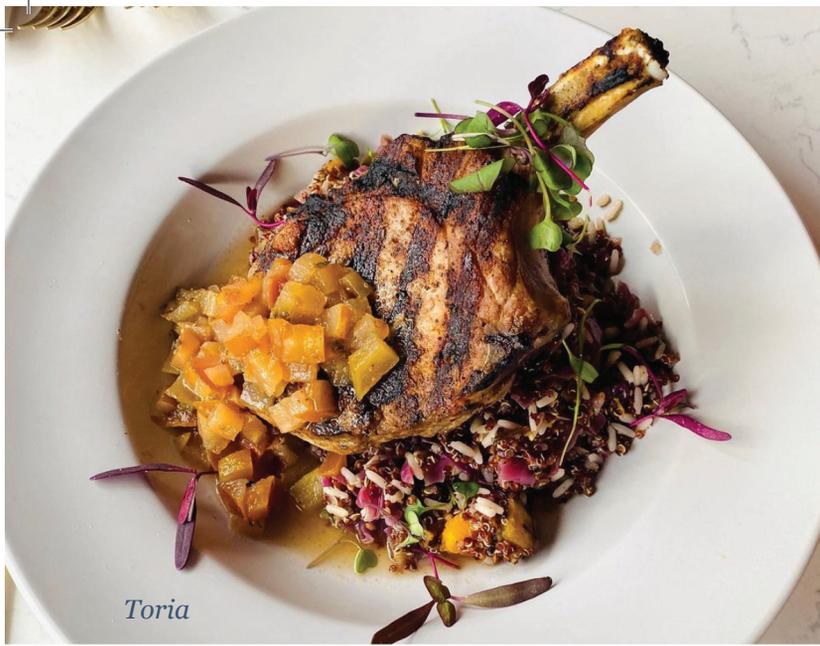
SCAN THE QR CODE FOR
MORE INFORMATION

Downtown
Northville
Timeless with a twist

For event details visit www.downtownnorthville.com.

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





Toria



Orin Jewelers



Browndog Barlor & Restaurant



Dear Prudence

Shop Local *in the New Year*

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