



Northville DDA - Marketing Committee

Thursday, April 6, 2023

8:30 am – Via Zoom

Join Zoom Meeting: <https://us02web.zoom.us/j/89169378669>

Meeting ID: **891 6937 8669**

Mobile Connection: **+13126266799,,89169378669# US**

Meeting Agenda

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

March 2023:

FACEBOOK:

Facebook Page Update:

Through March 24

Followers: 15,593 (64 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: 42,588

Page Visits: 2,294

Monthly Post Engagement: 14,248

Monthly Impressions 217,000

- Reactions: 1,450
- Comments: 108
- Shares: 79
- Photo views: 6,223
- Link clicks: 409

Organic Post ~ Shared Cobbler's Corner post about Birkenstock repairs

Run date(s): March 21

Impressions: **7,051**

Reach: 6,931

Engagement: 605

Reactions: 119

Like: 107

Love: 10

Wow: 2

Comments: 11

Shares: 11

Other Clicks: 356

Organic Post ~ Shared Stampeddler's Easter post

Run date(s): March 13

Impressions: **3,981**

Reach: 3,873

Engagement: 192

Reactions: 38

Like: 29

Love: 9

Comments: 1

Shares: 3

Other Clicks: 30

Organic Post ~ SAVE THE DATE! Ladies Night Out

Run date(s): March 8

Impressions: **8,430**

Reach: 6,701

Engagement: 445

Reactions: 117

Like: 104

Love: 13

Comments: 11

Shares: 14

Other Clicks: 140

INSTAGRAM:

Followers: 6,334 (75 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: 10,143 (the number of unique accounts that have seen any of our posts)

- 4,949 followers / 5,194 non followers
- 8,558 posts / 8,601 Reels / 1,976 stories / 12 videos

Accounts Engaged: 1,225

- 1,134 Followers/91 non-followers

Account Activity: 1,370

- Profile visits: 1,325
- External Link taps: 41
- Call Button Taps: 4

Impressions: 91,133 (total number of times posts have been seen)

Content Interactions: 2,701

Post Interactions: 1,609

- Likes: 1,405
- Comments: 40
- Saves: 42
- Shares: 53
- Story Interactions: 62
 - Replies: 16
 - Shares: 46
- Reel Interactions: 1,039
 - Likes: 731
 - Comments: 30
 - Shares: 247
 - Saves: 31

Top Post(s):

Based on likes

March 1 – Happy March! (with photo carousel of clock and March events)

Reach: 3,131 (3,044 followers / 87 non followers)

Impressions: 4,288 (4,060 from home, 82 from profile, 3 from explore & 81 other)

Engagement: 316 (307 followers / 9 non-followers)

Post Interactions: 255

- Likes: 271
- Comments: 6
- Shares: 41
- Saved: 26

Profile Activity: 31

- Profile visits: 27
- Follows: 4

March 3 – Just in time for the forecasted storm (shared Alexander's post for Winter Coats trunk show)

Reach: 2,745 (2,687 followers / 58 non followers)

Impressions: 3,448 (3,303 from home, 108 from profile, 4 from explore & 32 other)

Engagement: 155 (152 followers / 3 non-followers)

Post Interactions: 161

- Likes: 148
- Comments: 5
- Shares: 6
- Saved: 2

Profile Activity: 34

- Profile visits: 34

Top Reel(s):

Based on likes

March 14 – Shared ibalance Wellness Renovation Reel

Reach: 8,214 (4,671 followers / 3,543 non followers)

Plays: 9,298

Post Interactions: 640

- Likes: 375
- Comments: 26
- Shares: 210
- Saved: 29

ADVERTISING:**The Ville:**

Quarter page ads will be place in 12 issues of the magazine (May 2022-April 2023). Beginning May 2023 we renewed for 6 months and upgraded to 1/2 page ads.

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:

- Two half-page Ads in Northville Today
 - Q2: Ad will focus on summer concerts (MAILED WEEK OF JUNE 5)
 - Q3: SKELETONS Ad (MAILED WEEK OF SEPTEMBER 19)

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 March 2023:

PUBLICITY:

Upcoming Press Releases:

- TBD Great White Buffalo Brewing Company opening
- TBD ibalance Wellness Spa grand re-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 March issue of 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)
 - April 2023 Shop & Dine (this is the last ad for our 12-month contract)
 - After our last ad placement in April issue, we will place 1/2 page ads for 6 month contract
- Full Page ad in May issue of SEEN Magazine
- Ad in Maybury Park Map (overall Downtown Northville ad)
- 1/2 page ads in Northville today. We will place 2 ads
 - Q2: runs June 5 (ad will feature Summer Concerts)
 - Q3: runs September 18 (ad will feature Skeletons)

SOCIAL MEDIA:

- Boosted post for Summer Concerts (May)



Pear-aphernalia

Attachment 3.c



Tuscan Cafe

Where supporting our local businesses is Main & Center

For event details visit www.downtownnorthville.com.
Stay up to date on Northville happenings on our social media.



Downtown
Northville
Timeless with a twist