



## Northville DDA - Marketing Committee

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The meeting will be held via video conference in compliance with Executive Order 2020-75, issued by Michigan Governor Whitmer, temporary authorization of remote participation in public meetings and hearings. Members of the public body and members of the public participating electronically will be considered present at the meeting and may participate as if physically present at the meeting.

The following is a link to attend the Marketing Committee Zoom meeting scheduled for Thursday, October 1, 2020 at 8:30 am:

Join Zoom Meeting: <https://us02web.zoom.us/j/81945067908>

Meeting ID: [819 4506 7908](#)

By Phone: [1-312-626-6799 US \(Chicago\)](#)

### AGENDA

- |             |  |
|-------------|--|
| 8:30 – 8:40 | 1. Introductions   |
| 8:40 – 9:00 | 2. News from Other Organizations   |
| 9:00 – 9:15 | 3. PR & Marketing efforts for September 2020 <ul style="list-style-type: none"><li>A. September Stats and Measurements (Attachment 2.A)</li><li>B. September PR Summary (Attachment 2.B)</li><li>C. September Print Ads (Attachment 2.C)</li></ul> |
| 9:15 – 9:45 | 4. Upcoming events <ul style="list-style-type: none"><li>A. Fall / Winter</li><li>B. Halloween</li><li>C. Christmas</li></ul>  |
| 9:45        | Next Meeting – Thursday, November 3, 2020  |

## September 2020:

### FACEBOOK:

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

Through August 26

Page Likes: 11,364 (77 more than last summary)

Followers: 11,870 (96 more since last summary)

- Women (80%)/ Men (20%)
- Age demo: 35-44 main demo with 45-54 next largest
- Top 10 cities followers are from: Northville, Novi, Livonia, Canton, Plymouth, Detroit, South Lyon, Farmington Hills, Westland & Ann Arbor

Monthly Total Reach: 16,364

Monthly Page Views & Previews: 2,307

Monthly Post Engagement: 11,593

#### **Organic Post ~ Announcement of the Skeletons Returning (included photo)**

Run date(s): September 23 (10:30 a.m.)

Reach: 9,643

Reactions: 307 likes / 35 love / 1 ha ha / 1 wow / 1 sad

Comments: 41 (14 on post / 27 on share)

Shares: 52 (on post)

Post Clicks: 452 (79 photo / 373 other such as page title or “see more”)

#### **Organic Post ~ Announcement of Van Dam’s Retirement (with article)**

Run date(s): September 15 (1:27 p.m.)

Reach: 2,542

Reactions: 86 likes / 30 love / 4 wow / 25 sad

Comments: 36 (5 on post / 31 on share)

Shares: 30 (12 on post / 18 on share)

Post Clicks: 313 (167 link / 146 other such as page title or “see more”)

#### **Organic Post ~ Shared Tuscan Café’s expansion post (with photo)**

Run date(s): September 9 (8:45 p.m.)

Reach: 4,299

Reactions: 217 likes / 39 love / 5 wow

Comments: 31 (30 on post / 1 on share)

Shares: 3 (on post)

Post Clicks: 1,231 (490 photo / 741 other such as page title or “see more”)

#### **Organic Post ~ Labor Day Weekend Reminder of music in The Twist (with photos)**

Run date(s): September 3 (6 p.m.)

Reach: 4,275

Reactions: 14 likes

Comments: 1 (on post)

Shares: 7 (on post)

Post Clicks: 1,03 (76 photo / 27 other such as page title or “see more”)

## **INSTAGRAM:**

Followers: 3,022 (183 more followers since last summary)

77% women / 23% men

Age demo: 35-44 (33%), 25-34 (29%), 45-54 (20%)

Insights from last 7 days:

Reach 2,030 (the number of unique accounts that have seen any of our posts)

Impressions: 32,138 (total number of times our posts have been seen)

Interactions: 545

- Profile visits: 134
- Get Directions: 1
- Website taps: 3

### **Top Posts:**

- The Barn Antiques corn hole boards for The Twist (September 23) – 1,390 reach
- Announcement of The Twist Music (September 21) – 1,178 Reach
- Skeletons Announcement (September 23) – 1,083 reach

### **Top Stories:**

- Share of Dancing Eye Gallery's Ruth Bader Ginsburg night light (September 19) – 244 reach
- Share Of Center Street Grille Northville Beautification Award (September 20 – 235 reach
- Share of Lorla's messenger bag (September 20) – 212 reach

## **TWITTER:**

Changed name to Downtown Northville instead of Visit Northville

Followers: 903

This is the first bump in followers in a while

Twitter does not provide many analytics.

## **ADVERTISING:**

### **The Ville:**

The DDA has renewed the contract with Ville – ads will be placed in 12 issues of the magazine (May 2020-April 2021).

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.

## **DOWNTOWN NORTHVILLE PR / ADVERTISING SUMMARY September 2020:**

### **PUBLICITY:**

#### **Press Releases Sent:**

- Married by the Mayor at Mill Race Village
- The Twist
- Mod Market One-Year Anniversary

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

- Skeletons in Downtown Northville
- DATE TBD Even in a pandemic, New shops are opening and others are expanding in Downtown Northville: Sugar Lu's, Sgt Peppers, La Shish, Tuscan Expansion, Spice merchants expansion. Include Van Dam's / My Michigan Connection retiring (while a couple long-time business owners are retiring, there has already been great interest in their storefronts) and Edwards retiring and selling business

#### **Press Coverage Received & Upcoming (Highlights/major press hits):**

- September 3 – Metro Mode – story on The Twist
- September 9 – Northville Record – story on Van Dam's retirement
- September 11 – WXYZ TV 7 – Mill Race Married by the Mayor
- September 15 – The Jewish News – Restaurant Review of 160 Main & highlight of The Twist

### **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 September issue of The Ville

### **PAID SOCIAL MEDIA:**

- Upcoming: Boosted post for Skeletons and The Twist

## **UPCOMING PAID ADVERTISING:**

### **PRINT:**

- Half-page Ads in The Ville
  - The DDA has a contract with The Ville for 12-months (October 2020-April 2021)



Attachment 2.C

Where  
supporting our  
local businesses is  
Main & Center

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


**Skeletons will be on display  
for the month of October.**

Photo Credit: Nicholas LeTarte/Arte Media Detroit





**THE TWIST**  
DOWNTOWN NORTHVILLE  
SOCIAL DISTRICT



**HOW TO ENJOY  
THE TWIST  
NORTHVILLE SOCIAL DISTRICT**

**ENTER** Any participating Social District establishment.

**ORDER** Your favorite adult beverage in a designated cup.

**EXIT** The establishment onto the permitted Social District sidewalks and courtyards areas in Downtown Northville.

**ENJOY** Your beverage while strolling the designated Social District boundaries. Signs indicate boundaries.

**DISPOSE** Your Twist cup when empty. Each cup is one time use!

**REPEAT!** Participating establishments:-

- 160 Main
- Browndog Barlor
- Center Street Grille
- Lucy & The Wolf
- Table 5
- People's Tavern
- Simply Wine

**THE TWIST**  
DOWNTOWN NORTHVILLE  
SOCIAL DISTRICT



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