

Northville DDA - Marketing Committee

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, August 6, 2020 at 9:00 am:

Join Zoom Meeting: <https://us02web.zoom.us/j/85782148441>

Meeting ID: 857 8214 8441

One tap mobile: 1 312 626 6799 US

AGENDA

- | | |
|--------------|---|
| 9:00 – 9:05 | 1. Introductions |
| 9:05 – 9:15 | 2. PR & Marketing efforts for July 2020
A. July Stats and Measurements (Attachment 2.A)
B. July PR Summary (Attachment 2.B)
C. July Print Ads (Attachment 2.C) |
| 9:15 – 9:35 | 3. Update on Reopening Plan and Social District |
| 9:35 – 9:45 | 4. Business Updates |
| 9:45 – 10:15 | 5. News from Other Organizations |
| | 6. Next Meeting – Thursday, September 3, 2020 |

July 2020:

FACEBOOK:

Facebook Page Update:

Through July 23

Page Likes: 11,213 (31 more than last summary)

Followers: 11,676(42 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: 29,221

Monthly Page Views & Previews: 4,310

Monthly Post Engagement: 26,837

Organic Post ~ DIA Inside Out Program reminder (included photo of map)

Run date(s): July 21 (1:39 p.m.)

Reach: 1,956

Reactions: 37 likes / 1 love

Comments: 2 (1 on post / 1 on share)

Shares: 10 (on post)

Post Clicks: 87 (62 photo /25 other such as page title or “see more”)

Organic Post ~ Weekend Acoustic Music Schedule (with photo)

Run date(s): July 20 (8:42 a.m.)

Reach: 2,178

Reactions: 22 likes / 2 love

Comments: 31 (2 on post / 29 on share)

Shares: 7 (on post)

Post Clicks: 126 (50 photo /5 link / 71 other such as page title or “see more”)

Organic Post ~ Planning commission survey (with photo & Link)

Run date(s): July 13 (4:17 p.m.)

Reach: 4,616

Reactions: 58 likes / 2 love

Comments: 18 (3 on post / 15 on share)

Shares: 18 (on post)

Post Clicks: 609 (55 photo /274 link / 280 other such as page title or “see more”)

Organic Post ~ Planning commission survey (with photo & Link)

Run date(s): July 1 (8:03 a.m.)

Reach: 2,294

Reactions: 85 likes / 8 love

Comments: 5 (on post)

Shares: 6 (on post)

Post Clicks: 177 (20 photo /16 link / 141 other such as page title or “see more”)

INSTAGRAM:

Followers: 2,619 (144 more followers since last summary)

77% women / 23% men

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

Reach: 1,641 (the number of unique accounts that have seen any of our posts)

Impressions: 32,464 (total number of times our posts have been seen)

Interactions: 142

- Profile visits: 141
- Get Directions: 1

TWITTER:

Followers: 900

Impressions: 2,524

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.

The Tipping Point Theatre Programs:

Tipping Point Theatre's show programs reach over 16,000 local audience members throughout 160 performances each season.

Shows are postponed due to Covid-19.

Parks & Recreation Summer 2020 Brochure:

Summer issue was submitted but classes may be postponed due to COVID-19

**DOWNTOWN NORTHVILLE
PR / ADVERTISING SUMMARY
July 2020:**

PUBLICITY:

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

- July 23 – Northville Record – article Northville explores creating downtown social district to allow take-out cocktails
- Run date TBD – Detroit Free Press – Interview with Dr. Demray regarding safety practices implemented in their practice
-

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 July issue of The Ville

UPCOMING PAID ADVERTISING:

PRINT:

- Half-page Ads in The Ville
 - The DDA will renew contract with The Ville for 12-months (August 2020-April 2021)
- Ad in Tipping Point programs (dates TBD)



Welcome Back to Downtown Northville

Where supporting our
local businesses is

Main & Center

STRONGER TOGETHER



downtown
Northville



timeless...with a twist

Where local
Food, Shops
and Fun are
Main & Center

downtownnorthville.com

Pictured: Downtown Northville's newest
gift shop, blackbird by dear prudence



downtown
Northville



timeless...with a twist

Where
supporting our
local businesses is
Main & Center

Carry-out, delivery and gift
certificates are available! For a full
list of restaurants and shops visit

downtownnorthville.com



downtown
Northville



timeless...with a twist

Where
supporting our
local businesses is
Main & Center

downtownnorthville.com

Pictured: Genitti's

Main & Center Streets remain closed to traffic
to accommodate outdoor dining & shopping.



downtown
Northville



timeless...with a twist

Where
supporting our
local businesses is
Main & Center

downtownnorthville.com

Pictured: Lorlas

