

Northville DDA - Marketing Committee

AGENDA

Thursday, October 3, 2019

Stampeddler

145 N. Center Street, 8:45 am

- | | |
|--------------|--|
| 8:45 – 8:55 | 1. Introduction Margene Buckhave, Stampeddler |
| 8:55 – 9:00 | 2. PR & Marketing efforts for September 2019 <ul style="list-style-type: none">A. September Stats and Measurements (Attachment 2.A)B. September PR Summary (Attachment 2.B)C. September Print ads (Attachment 2.C) |
| 9:00 – 9:10 | 3. Recap of Events <ul style="list-style-type: none">A. Northville Wine & Food Festival – September 7, 2019B. Heritage Festival – September 13, 14, 15, 2019C. Spectrum Fest – September 21, 2019D. FitFest – September 28, 2019 |
| 9:10 – 9:30 | 4. Upcoming Events <ul style="list-style-type: none">A. Skeletons are Alive – October 4, 2019B. Maybury Farm Corn Maze – OctoberC. Witches Night Out – October 10, 2019D. Handcrafters Fall Fair – October 11, 12, 2019E. Great Pumpkin Festival – October 12, 13, 2019F. Halloween Hysteria – October 13, 2019G. Trick or Treat Trail - October 19, 2019H. Tiny Pumpkins – October 22, 2019I. Streets pf Treats – October 26, 2019J. Dog Park Costume Contest – October 30, 2019 |
| 9:30 – 9:40 | 5. Downtown Special Events |
| 9:40 – 10:00 | 6. News from Other Organizations |
| 10:00 | 7. Next Meeting – Thursday, November 7, 2019
Northville Art House, 215 W. Cady Street |

September 2019:

FACEBOOK:

Page Update:

Page Likes: 10,544

New Likes: 146 (since last summary)

Monthly Total Reach: 62,615

Monthly Page Views & Previews: 1,440

Monthly Post Engagement: 9,459

Organic Post ~ Witches Night Out announcement (with segment photo)

Run date(s): September 12 (11:30 a.m.)

Reach: 4,775

Reactions: 129 Like (77 on post / 52 on share) & 10 love (6 on post/4 on share)

Comments: 31 (13 on post & 18 on share)

Shares: 27 (on post)

Post Clicks: 247 (21 photo / 226 other such as page title or “see more”)

Organic Post ~ October in the Ville events announcement (with photo)

Run date(s): September 11 (12:53 p.m.)

Reach: 11,609

Reactions: 215 Like (85 on post / 130 on share), 26 love (5 on post/ 21 on share)

Comments: 35 (6 on post/29 on share)

Shares: 83 (on post)

Post Clicks: 509 (249 photo /260 other such as page title or “see more”)

Organic Post ~ Victorian Festival Library Scavenger Hunt (with photo)

Run date(s): September 6 (11:53 a.m.)

Reach: 2,580

Reactions: 26 Like (4 on post / 21 on share), 4 love (2 on post/ 2 on share)

Comments: 0

Shares: 8 (on post)

Post Clicks: 208 (94 photo /114 other such as page title or “see more”)

ADVERTISING:

SEEN Magazine:

The DDA has placed ads in 12 issues of the magazine. SEEN Magazine’s readership is 158,000 and the magazine reaches 26,000 homes every month.

SUBSCRIPTION

- On average, Neighborhood SEEN reaches 26,000+ homes each month

- **DEMOGRAPHIC TARGETING**

- SEEN subscribers are affluent, aspirational and community-focused. They appreciate the finer things in life, favoring craftsmanship and quality over quantity, fine food, fine dining, fine clothing, and unique experiences.
- **NEWSSTAND**
 - Neighborhood SEEN on average, delivers 1,000+ copies to various coffee shops, book stores, airline clubs, bakeries, and hotels.

READERS:

- Median Reader Age – 46
- Average HHI – \$250,000
- More than 80% are included in the Top 20 wealthiest cities in Michigan list

The Ville:

The DDA has placed ads in 12 issues of the magazine.

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.

Free Press:

online audience is primarily between the ages of 25-54, while their print readership is primarily between 45-65+. Both print and digital reach families with small children, and the Skeletons event is a great event for families.

The Tipping Point Theatre Programs:

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

DOWNTOWN NORTHVILLE PR / ADVERTISING SUMMARY September 2019:

PUBLICITY:

Press Releases sent:

- September & October calendar of events
- Mod Market Opening
- Skeletons Are Alive Launch Party

Upcoming press materials:

- November & December calendar of events
- Los Tres Amigos opening

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

- September 16 – The Northville Record – Preview on the opening of Mod Market
- September 1 – SEEN Magazine -- Northville Guide: Where to Eat, Drink and Shop

SOCIAL MEDIA:

- Facebook ~ Continued to maintain the page, including daily posts on events and business announcements
 - Promoted Skeletons are Alive Launch Party post
- Twitter ~ Continued to maintain the page, including daily posts on events and business announcements
- Instagram ~ Continued to maintain the page, including daily posts on events and business announcements

PAID ADVERTISING:

- Ad in September issue of The Ville
- Ad in September issue of SEEN Magazine
- Tipping Point “A Doll’s House Part 2” program
- Skeletons Launch Party ads in the Free Press (print and online);
 - 1/8th page Play & Go Entertainment section Run dates: Thursdays: 9/26, 10/3
 - 1/24th page Main paper Run dates: Mondays and Wednesdays: 9/23, 9/25, 9/30, 10/2
 - Digital ads on freep.com Run dates: 9/22-10/5
- Ad in Fall Parks & Rec brochure
- Ad in the Art House Fall brochure

UPCOMING PAID ADVERTISING:

PRINT:

- Half-page Ads in SEEN Magazine (reaches affluent communities and is mailed)

1. Ads in October 2019 – May 2020 issues of SEEN
- Quarter-page Ads in The Ville
 1. Ads in October 2019 – April 2020 issues of The Ville
 - Skeletons Launch Party ads in the Free Press (print and online); Entertainment sections 10/2, & 10/3
 - Ad in Parks & Rec Winter brochure
 - Ad in the Art House Winter brochure
 - Ad in Tipping Point Every Christmas Story Ever Told (And Then Some!) –Show runs Nov. 14 - Dec. 22

EXPERIENCE DOWNTOWN NORTHVILLE



Downtown Northville is a must-visit summer destination:
AMAZING dining, UNIQUE shops, and EXCITING entertainment.

downtownnorthville.com



*Styles pictured may vary at locations due to availability/inventory. Pictured left to right: BrownDog Treats, Drinks, & Eats; Dear Prudence

JOIN US!



Skeletons are Alive in Downtown Northville!

**The skeletons are returning
to Downtown Northville!**

LAUNCH PARTY EVENT

Friday, October 4th 6-9 PM

Main Street (between Hutton and Center Streets)

Food Trucks • Music • Entertainment • Photo Booth



downtownnorthville.com

EVENT SPONSOR

