

## Northville DDA - Marketing Committee

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### AGENDA

Thursday, June 7, 2018

Meeting Room A – 8:45 am

- 8:45 – 8:55
  - 1. PR & Marketing efforts for May
    - A. May PR Summary (Attachment 1.A)
    - B. May Stats and Measurements (Attachment 1.B)
    - C. Upcoming PR & Marketing (Attachment 1.C)
  
- 8:55 – 9:00
  - 2. Event Recap
    - A. Party in the Ville
    - B. Wednesday Night Concert Series: Northville Unplugged
  
- 9:00 – 9:10
  - 3. Music Opportunities
    - A. Scars on 45 – August
  
  - 4. Reel Michigan – Film Festival
  
- 9:10 – 9:30
  - 5. Upcoming Downtown Events
    - A. Farmer's Market – every Thursday
    - B. Wednesday Night Concert Series - every Wednesday
    - C. Friday Night Concert – June 8
    - D. Sundays at Mill Race Village - June 10
    - E. Tunes on Tuesday – starts June 19
    - F. Friday Night Concert Series – starts June 22
    - G. Tour de Ville – June 23
    - H. Tapped In the Ville – June 23
    - I. Arts and Acts – June 23 - 24
    - J. Fourth of July Day Parade – July 4
  
- 9:30 – 9:45
  - 6. News from other Organizations
  
- 7. Next Meeting – June 7, 2018

## **DOWNTOWN NORTHVILLE PR / ADVERTISING SUMMARY May 2018:**

### **PUBLICITY:**

#### **Press materials that have been prepared & sent out in May 2018:**

- Wednesday Night Concert Series
- Yoga in the Square

#### **Upcoming press materials:**

- July/August calendar
- Electric Vehicle Charging Stations Ribbon Cutting
- 160 Main Opening

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

- May 11 – Fox2 in-studio with The Moon & Me (Mother's Day tie-in to new owner announcement)
- Listings of events in major daily publications

### **SOCIAL MEDIA:**

- Facebook ~ Continued to maintain the page, including daily posts on events and business announcements
- Twitter ~ Continued to maintain the page, including daily posts on events and business announcements

### **PAID ADVERTISING:**

- Ad in Parks & Rec Summer Brochure
- Ad in May 2018 issue of The Ville

### **PAID SOCIAL MEDIA:**

- Seasonal Groundskeeper Positions (May 8-15)

### **UPCOMING PAID ADVERTISING:**

#### **PRINT:**

- Ads in SEEN Magazine (reaches affluent communities and is mailed)
  1. June 2018 (1/4 page ad)
  2. July 2018 (1/2 page ads start for 12 months)
  3. August 2018
  4. September 2018
  5. October 2018

6. November 2018
  7. December 2018
  8. January 2019
  9. February 2019
  10. March 2019
  11. April 2019
  12. May 2019
  13. June 2019
- Quarter-page Ads in The Ville
    1. June 2018
    2. July 2018
    3. August 2018
    4. September 2018
    5. October 2018
    6. November 2018
    7. December 2018
    8. January 2019
    9. February 2019
    10. March 2019
    11. April 2019
  - Ad in Tipping Point Theatre Season Programs
  - 1/2 page Ad in Fall 2018 brochure

## May 2018:

### FACEBOOK:

#### **Weekly Page Update:**

Page Likes: 9,171  
New Likes: 83 (since last summary)  
Weekly Total Reach: 9,060  
Weekly People Engaged: 4,681  
Weekly Page Visits: 295

#### **Boosted Post – Seasonal Jobs**

Run date(s): May 8-15  
Reach: 7,258 (5,472 paid/1,285 organic)  
Reactions: 13 (12 Likes, 1 love)  
Shares: 5 (on post)  
Comments: 1 (on post)  
Post Clicks: 95 (14 photo/5 link/76 other)

#### **Organic Post ~ Flower Sale (with photo)**

Run date(s): May 23 (3:00 p.m.)  
Reach: 2,060  
Reactions: 27 (27 Like; 13 on post/14 on share)  
Comments: 6 (on shares)  
Shares: 16 (on post)  
Post Clicks: 63 (8 photo & 55 other such as page title or “see more”)

#### **Organic Post ~ Northville Yoga Room FREE Yoga in the Square (with photo)**

Run date(s): May 17 (12:30 p.m.)  
Reach: 5,533  
Reactions: 129 (122 Like/7 Love)  
Comments: 34 (31 on post/ 3 on share)  
Shares: 21 (20 on post / 1 on share)  
Post Clicks: 285 (84 photo, & 201 other such as page title or “see more”)

#### **Organic Post ~ Friday Night Concerts (with photo)**

Run date(s): May 11 (12:30 p.m.)  
Reach: 2,815  
Reactions: 38 (36 Like/2 love)  
Comments: 4 (2 on post / 2 on share)  
Shares: 11 (on post)  
Post Clicks: 97 (51 photo / 2 link / 44 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.

# EXPERIENCE DOWNTOWN NORTHVILLE



Spend the day in **Downtown Northville** where you'll find **AMAZING** dining, **UNIQUE** shops, and **EXCITING** entertainment. You'll never want to leave!



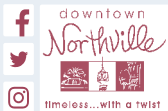
[downtownnorthville.com](http://downtownnorthville.com)

\*Styles pictured may vary at locations due to availability/inventory.  
Pictured clockwise: Dancing Eye Gallery; Downtown Northville Sidewalks in Bloom; Rock on Main

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Pictured clockwise: My Little Paris Café and Book Store;  
Orin Jewelers; Browndog Barlor

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Pictured left to right: Dear Prudence; Browndog Barlor