



Northville DDA - Marketing Committee February 4, 2021

City of Northville is inviting you to a scheduled Zoom meeting.

Topic: Marketing Committee Meeting

Time: February 4, 2021, 8:30 AM Eastern Time

Join Zoom Meeting: <https://us02web.zoom.us/j/83651459503>

Meeting ID: 836 5145 9503

One tap mobile: 1-312-626-6799

AGENDA

- | | |
|--------------|--|
| 8:30 – 8:35 | 1. Welcome from the Chair |
| 8:35 – 8:40 | 2. Roll Call |
| 8:40 – 8:45 | 3. Audience Comments (limit 3 minutes) |
| 8:45 - 9:15 | 4. News from Organizations |
| 9:15 – 9:25 | 5. PR & Marketing efforts for January 2021 <ul style="list-style-type: none">a. January Stats and Measurements (Attachment 5.a)b. January PR Summary (Attachment 5.b)c. January Print Ads (Attachment 5.c) |
| 9:25 – 9:45 | 6. Event Recaps <ul style="list-style-type: none">a. Heat in the Streetb. Northville Art House - Shear Madness: Juried Collage Exhibition |
| 9:45 – 10:00 | 7. Event <ul style="list-style-type: none">a. Future of Events in Northville<ul style="list-style-type: none">i. Locationii. Liquor License |
| 10:00 | Next Meeting – Thursday, March 4, 2021 |

January 2021:

FACEBOOK:

Facebook Page Update:

Through December 22

Page Likes: 12,658 (312 more than last summary)

Followers: 13,300 (426 more since last summary)

Check-ins: 20,223 (491 more since last summary)

Demo:

- 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: 50,112

Monthly Page Views & Previews: 6,924

Monthly Post Engagement: 24,663

Boosted Post ~ Heat in the Street GoFundMe initiative (with link)

Run date(s): January 4 (ran 1 week)

Reach: 17,144

Engagement: 1,417

Reactions: 192

Comments: 5

Shares: 5

Link Clicks: 1,313

Organic Post ~ Heat in the Street stand restaurants (with menus)

Run date(s): January 28 (9:25 a.m.)

Reach: 2,421

Reactions: 46

- 30 likes (22 on post & 8 on share)
- 4 love (2 on post & 2 on share)
- Comments: 7 (3 on post & 4 on share)
- Shares: 5 (on post)

Post Clicks: 96 (12 photo / 3 link / 8 other such as page title or “see more”)

Organic Post ~ Who is ready for the weekend? (Food Stands with menus)

Run date(s): January 21 (9:13 a.m.)

Reach: 6,782

Reactions: 203

- 142 likes (83 on post & 59 on share)
- 13 love (6 on post & 7 on share)
- Comments: 21 (7 on post & 14 on share)
- Shares: 27 (on post)

Post Clicks: 593 (191 photo / 12 link / 390 other such as page title or “see more”)

Organic Post ~ Northville Sports Den is Back (with photo)

Run date(s): January 13 (3:23 p.m.)

Reach: 3,154

Reactions: 57

- 44 likes (36 on post & 8 on share)
- Comments: 8 (6 on post & 2 on share)
- Shares: 5 (on post)

Post Clicks: 208 (5 photo, 203 other such as page title or “see more”)

INSTAGRAM:

Followers: 3,950 (577 more followers since last summary)

77% women / 23% men

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

Insights from last 30 days:

Reach: 10,000 (increase of 4,775 since last summary; the number of unique accounts that have seen any of our posts)

Account Activity: 2,610

- Profile visits: 2,469
- Get Directions: 18
- Website taps: 123
- Call Button Taps: 0

Impressions: 284,044 (total number of times our posts have been seen)

Content Interactions: 6,273

Post Interactions: 6,175

- Likes: 5,606
- Comments: 100
- Saves: 83
- Shares: 386
- Story Interactions: 84
 - Replies: 33
 - Shares: 51

Top Post:

January 23 – Share of Northville Gallery’s post (their own Bernie’s mittens meme)

- Reach: 5,226
- Impressions: 5,379 (2,416 from home, 94 from explore, 2,753 from Hashtags & 116 other)
- Likes: 297
- Comments: 7
- Shares: 32
- Saved: 4
- Profile visits: 16

TWITTER:

Changed name to Downtown Northville instead of Visit Northville

Followers: 921

Twitter does not provide many analytics.

Top Tweet:

January 21 Heat in the Street Food Stands for the weekend (with menus)

Likes: 3

Retweets: 2

ADVERTISING:

The Ville:

The DDA renewed the contract with Ville – ads will be place 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 January 2021:

PUBLICITY:

Upcoming Press Releases:

- Pear-aphernalia reopening (new location)
- Tea Gather Opening
- 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):

- January 9 – Fox2 – Segment on Heat in the Street

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 January issue of The Ville

PAID SOCIAL MEDIA:

- Heat in the Street GoFundMe

UPCOMING PAID ADVERTISING:

PRINT:

- Half-page Ads in The Ville
 - The DDA has a contract with The Ville for 12-months (February-April 2021)
 - Additional 1/2 page ad in the February issue of The Ville (Thank you to Heat in the Street sponsors)



Attachment 5.c

Downtown
Northville
Timeless with a twist


Where
supporting our
local businesses is
Main & Center

HEAT IN THE STREET HOURS

FRIDAYS 4 - 9 PM

SATURDAYS 12 - 9 PM

SUNDAYS 12 - 6 PM

For information on food vendors and
menus visit:  @DowntownNorthville