



Northville DDA - Marketing Committee  
Thursday, July 1, 2021

City of Northville is inviting you to a scheduled Zoom meeting.  
Time: May 6, 2021, 8:30 AM Eastern Time  
Join Zoom Meeting: <https://us02web.zoom.us/j/84121318387>  
Meeting ID: 841 2131 8387  
Mobile Connection: 1-312-626-6799

**AGENDA**

- |             |   |
|-------------|---|
| 8:30 – 8:35 | 1. Welcome from the Chair   |
| 8:35 – 8:40 | 2. Audience Comments (limit 3 minutes)  |
| 8:40 - 9:00 | 3. News from Organizations  |
| 9:00 – 9:10 | 4. PR & Marketing efforts for June 2021 <ul style="list-style-type: none"><li>a. June Stats and Measurements (Attachment 4.a)</li><li>b. June PR Summary (Attachment 4.b)</li><li>c. June Ad in the 'Ville (Attachment 4.c)</li><li>d. July Ad in the 'Ville (Attachment 4.d)</li></ul>   |
| 9:10 – 9:30 | 5. Recap of Events <ul style="list-style-type: none"><li>a. Northville High School Prom – May 27, 2021</li><li>b. Flower Sale – May 28 – 29, 2021</li><li>c. MRV Wines of the World – June 4, 2021</li><li>d. Arts and Acts – June 14 – 16, 2021</li><li>e. Farmers' Market – every Thursday</li><li>f. Tunes on Tuesday – every Tuesday</li><li>g. Social District Music – every Friday/Saturday</li></ul> |
| 9:30 – 9:45 | 6. Upcoming Events <ul style="list-style-type: none"><li>a. Independence Day Parade – July 5, 2021</li><li>b. Northville Garden Walk – July 14, 2021</li><li>c. Movie in the Park – July 19, 2021</li><li>d. Maybury State Park Paint-Out – July 23 – 25, 2021</li><li>e. Northville Food and Wine Festival – August 13-15, 2021</li></ul>  |
| 9:45        | Next Meeting – Thursday, August 5, 2021   |

## **June 2021:**

### **FACEBOOK:**

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

Through June 28

Page Likes: 12,966 (43 more than last summary)

Followers: 13,709 (45 more since last summary)

Check-ins: 20,927 (260 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: 18,905

Monthly Page Views: 1,634

Monthly Post Engagement: 13,147

#### **Organic Post ~ Announcement of music cancelled (with graphic)**

Run date(s): June 25 (3:02 p.m.)

Reach: 2,113

Reactions:

- Comments: 1 (on share)
- Shares: 1 (on post)

Post Clicks: 27 (0 photo / 27 other such as page title or “see more”)

#### **Organic Post ~ Reminder Arts & Acts Festival this weekend**

Run date(s): June 14 (1:47 p.m.)

Reach: 4,816

Reactions:

- 111 likes (66 on post & 48 on share)
- Comments: 14 (8 on post / 6 on share)
- Shares: 24 (on post)

Post Clicks: 366 (158 link / 208 other such as page title or “see more”)

#### **Organic Post ~ iBalance Soft Opening**

Run date(s): June 8 (10:00 a.m.)

Reach: 2,855

Reactions:

- 18 likes (on post)
- 1 Wow (on share)
- Comments: 2 (on post)
- Shares: 1 (on post)

Post Clicks: 252 (4 photo / 79 link, 169 other such as page title or “see more”)

## **DOWNTOWN NORTHVILLE PR / ADVERTISING SUMMARY June 2021:**

### **PUBLICITY:**

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

- iBalance Yoga & Juice Bar opening

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

- DATE TBD –
  - Toria Opening
  - Combined Poole's Reopening / Tuscan expansion

### **SOCIAL MEDIA:**

- Began rolling out Business Spotlights every first & third Friday of the month to coincide with ad theme.
- 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 June issue of The Ville

### **UPCOMING PAID ADVERTISING:**

#### **PRINT:**

- Half-page Ads in The Ville
  - The DDA has a contract with The Ville (June 2021-April 2022). The ads is ¼ page size.
  - Ad theme features a new shop or restaurant owner every month

## **INSTAGRAM:**

Followers: 4,501 (91 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: 5,812 (the number of unique accounts that have seen any of our posts)

- 2,731 followers / 3,081 non followers

Account Activity: 1,231

- Profile visits: 1,100
- Get Directions: 4
- Website taps: 19
- Call Button: 0

Impressions: 159,680 (total number of times our posts have been seen)

Content Interactions: 2,425

Post Interactions: 2,367

- Likes: 2,049
- Comments: 29
- Saves: 72
- Shares: 179
- Story Interactions: 58
  - Replies: 24
  - Shares: 34

### **Top Post(s):**

#### **June 14 – Repost of Great Harvest new menu item**

- Reach: 1,990
- Impressions: 2,149 (1,888 from home, 195 from explore, 42 from profile & 19 other)
- Likes: 79
- Comments: 2
- Shares: 15
- Saved: 9
- Profile visits: 6
- Follows: 0

#### **June 2 – Repost of Genitti’s Outdoor Pizza Night**

- Reach: 1,739
- Impressions: 1,812 (1,474 from home, 282 from explore, 43 from profile & 10 other)
- Likes: 46
- Comments: 2
- Shares: 3
- Saved: 2
- Profile visits: 8
- Follows: 0

#### **June 18 – Yoga in the Park during Arts and Acts Festival**

- Reach: 1,643
- Impressions: 1,733 (1,458 from home, 224 from explore, 35 from profile & 14 other)

- Likes: 36
- Comments: 2
- Shares: 63
- Saved: 5
- Profile Visits: 3
- Follows: 0
- Website Clicks: 0

### **TWITTER:**

Followers: 940

Twitter does not provide many analytics.

#### **Top Tweet(s):**

June 25 – Weekend Music announcement

Likes: 2

### **ADVERTISING:**

#### **The Ville:**

Quarter page ads will be place in 12 issues of the magazine (May 2021-April 2022).

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.

Attachment 4.c



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

Where supporting our  
local businesses is  
Main & Center

*Pictured: Alex Hamka, owner of Alexander's Custom Clothiers.  
A member of the Downtown Northville family of businesses for 17 years.*

Attachment 4.d



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*Pictured: Husband & Wife, Ryan & Alicia Racine. The Racines are the owners of three Downtown Northville Businesses - Adorn, Sugar Lu's & Toria.*