



Northville DDA - Marketing Committee
Thursday, August 5, 2021

City of Northville is inviting you to a scheduled Zoom meeting.
Time: August 5, 2021, 8:30 AM Eastern Time
Join Zoom Meeting: <https://us02web.zoom.us/j/84191340542>
Meeting ID: 841 9134 0542
Mobile Connection: 1-312-626-6799

AGENDA

- 8:30 – 8:35 1. Welcome from the Director
- 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 July 2021
 - a. July Stats and Measurements (Attachment 4.a)
 - b. July PR Summary (Attachment 4.b)
 - c. August Ad in the 'Ville (Attachment 4.c)
 - d. September Ad in the 'Ville (Attachment 4.d)
- 9:10 – 9:30 5. Recap of Events
 - a. Independence Day Parade – July 5, 2021
 - b. Northville Garden Walk – July 14, 2021
 - c. Movie in the Park – July 19, 2021
 - d. Maybury State Park Paint-Out – July 23 – 25, 2021
- 9:30 – 9:45 6. Upcoming Events
 - a. Sidewalk Sale – August 6-8, 2021
 - b. Northville Food and Wine Festival – August 13-15, 202
 - c. Farmers' Market – every Thursday
 - d. Tunes on Tuesday – every Tuesday
 - e. Social District Music – every Friday/Saturday
- 9:45 – 10:00 7. Winter Event – Winter Market

Next Meeting – Thursday, September 2, 2021

July 2021:

FACEBOOK:

Facebook Page Update:

Through July 28

Page Likes: 13,032 (66 more than last summary)

Followers: 13,797 (88 more since last summary)

Check-ins: 21,223 (296 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: 14,738

Monthly Page Views: 1515

Monthly Post Engagement: 11,1883

Organic Post ~ Announcement of Sidewalk Sale (with graphic)

Run date(s): July 26 (11:30 a.m.)

Reach: 2,938

Reactions:

- Likes: 27 (19 on post / 8 on share)
- Love: 1 (on post)
- Comments: 1 (on post)
- Shares: 8 (on post)

Post Clicks: 36 (1 photo / 35 other such as page title or “see more”)

Organic Post ~ Reminder What’s Happening on weekend (with graphics of music, menus, etc)

Run date(s): July 21 (1:47 p.m.)

Reach: 2,204

Reactions:

- 10 likes (8 on post & 2 on share)
- Comments: 1 (on post)
- Shares: 3 (on post)

Post Clicks: 74 (38 photo / 36 other such as page title or “see more”)

Organic Post ~ Stampeddler Business Spotlight (with graphic)

Run date(s): July 16 (noon)

Reach: 4,283

Reactions:

- 92 likes (75 on post / 16 on share)
- 14 Love (12 on post / 2 on share)
- Comments: 7 (6 on post / 1 on share)
- Shares: 8 (on post)

Post Clicks: 159 (7 photo / 6 link / 146 other such as page title or “see more”)

Organic Post ~ Colors of the Wood Business Spotlight (with graphic)

Run date(s): July 1 (10:17 a.m.)

Reach: 8,609

Reactions:

- 366 likes (105 on post / 261 on share)
- 128 Love (24 on post / 104 on share)
- 1 Wow (on share)
- Comments: 38 (5 on post / 33 on share)
- Shares: 35 (on post)

Post Clicks: 574 (36 photo / 43 link / 495 other such as page title or “see more”)

INSTAGRAM:

Followers: 4,588 (87 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: 5,142 (the number of unique accounts that have seen any of our posts)

- 2,967 followers / 2,175 non followers
- 7,654 posts / 1,493 stories / 1 IGTV videos

Account Activity: 990

- Profile visits: 967
- Business Address Taps: 4
- Website taps: 19
- Call Button: 0

Impressions: 124,587 (total number of times our posts have been seen)

Content Interactions: 2,029

Post Interactions: 2,006

- Likes: 1,788
- Comments: 44
- Saves: 42
- Shares: 113
- Story Interactions: 23
 - Replies: 11
 - Shares: 12

Top Post(s):

July 10 – Repost Center Street Grille New Patio

- Reach: 2,460 (20% of accounts reached were not followers)
- Impressions: 2,734 (2,215 from home, 446 from explore, 55 from profile & 15 other)
- Likes: 150
- Comments: 3
- Shares: 3
- Saved: 1
- Profile visits: 11

- Follows: 2

July 22 – Repost of Farmer’s Market post – Heritage Festival Announcement

- Reach: 2,184 (16% of accounts reached were not followers)
- Impressions: 2,331 (1,930 from home, 300 from explore, 38 from profile & 63 other)
- Likes: 133
- Comments: 2
- Shares: 35
- Saved: 11
- Profile visits: 9
- Follows: 6

July 18 – Reminder about Cannelle Food Stand on the weekend

- Reach: 2,101 (13% of the accounts reached were not followers)
- Impressions: 2,253 (1,948 from home, 260 from explore, 31 from profile & 14 other)
- Likes: 79
- Comments: 5
- Shares: 4
- Saved: 5
- Profile Visits: 1
- Follows: 0
- Business Address Taps: 1

TWITTER:

Followers: 947

Twitter does not provide many analytics.

Top Tweet(s):

July 16 – Stampeddler Business Spotlight

Likes: 3

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.

DOWNTOWN NORTHVILLE PR / ADVERTISING SUMMARY July 2021:

PUBLICITY:

Sent Press Releases:

- iBalance Yoga & Juice Bar opening

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

July 8 – [Metro Mode](#) – ibalance feature: Yoga studio & juice bar opens in downtown Northville

July 19 – [Northville Record](#) – ibalance feature: Northville Yoga Studio reopens under new name, will offer juice bar

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 July issue of The Ville

UPCOMING PAID ADVERTISING:

PRINT:

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



downtownnorthville.com

Where supporting our
local businesses is
Main & Center

Pictured: Derek Blair, owner of The Northville Gallery since March 2020.



Downtown
Northville
Timeless with a twist

downtownnorthville.com

Where supporting our
local businesses is
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*Pictured: Carol Perreto, owner of Gardenviews at Home.
A member of the Downtown Northville family of businesses for five years.*