



Northville DDA - Marketing Committee
Thursday, October 7, 2021
8:30 am – Via Zoom

Join Zoom Meeting: <https://us02web.zoom.us/j/87215360326>
Meeting ID: 872 1536 0326
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 August 2021
 - a. September Stats and Measurements (Attachment 4.a)
 - b. September PR Summary (Attachment 4.b)
 - c. October Ad in the 'Ville (Attachment 4.c)
 - d. November Ad in the 'Ville (Attachment 4.d)
- 9:10 – 9:30 5. Recap of Events
 - a. Live at 5 – September 10, 2021
 - b. Vintage Makers' Market – September 12, 2021
 - c. Heritage Festival – September 17-18, 2021
 - d. History of Maybury Hike – September 19, 2001
 - e. Fall Festival – Northville District Library – September 25, 2021
 - f. Skeletons are Alive – October 1, 2021
- 9:30 – 9:45 6. Upcoming Events
 - a. October in the Ville – October 2021
 - b. Farmers' Market – October 7, 14, 21, 28, 2021
 - c. Fall Fair Craft Show – October 9 – 10, 2021
 - d. The Great Fall Festival – Maybury Farm October 9 – 10, 2021
 - e. Halloween Hysteria – Mill Race Village – October 10, 2021
 - f. Witch's Night Out – October 14, 2021
 - g. Trick or Treat Scavenger Hunt - October 19, 2021
 - h. Tiny Pumpkins – October 26, 2021
 - i. Streets of Treats – October 30, 2021
 - j. Sundays at Mill Race Village –
 - k. Activities at Mill Race Village –
 - l. Social District Music – every Friday/Saturday through Halloween

9:45 – 10:00

7. Winter Event – Winter Market (Attachment 7)

Next Meeting – Thursday, November 4, 2021

September 2021:

FACEBOOK:

Facebook Page Update:

Through September 27

Page Likes: 13,194 (112 more than last summary)

Followers: 14,011 (141 more since last summary)

Check-ins: 21,750 (275 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: 30,224

Monthly Page Views: 1,765

Monthly Post Engagement: 20,688

Organic Post ~ Witches Night Out Announcement (with graphic)

Run date(s): September 21 (11:30 a.m.)

Reach: 8,8878

Reactions:

- Likes: 201 (132 on post/69 on share)
- Love: 20(17 on post/3 on share)
- Comments: 84 (48 on post/36 on share)
- Shares: 43 (on post)

Post Clicks: 405 (33 photo / 372 other such as page title or “see more”)

Organic Post ~ Share of One Twelve Grand Opening (with graphic)

Run date(s): September 13 (11:30 a.m.)

Reach: 6,615

Reactions:

- 92 likes (84 on post / 8 on share)
- 1 Love (on post)
- Comments: 19 (16 on post/3 on share)
- Shares: 6 (on post)

Post Clicks: 528 (38 photo / 490 other such as page title or “see more”)

Organic Post ~ Mod Market Business Spotlight (with graphic)

Run date(s): September 3 (12:59 p.m.)

Reach: 8,767

Reactions:

- 229 likes (62 on post / 167 on share)
- 65 Love (11 on post / 54 on share)
- Comments: 20 (6 on post / 14 on share)
- Shares: 8 (on post)

Post Clicks: 328 (23 photo / 28 link / 227 other such as page title or “see more”)

INSTAGRAM:

Followers: 4,790 (117 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: 7,903 (the number of unique accounts that have seen any of our posts)

- 3,434 followers / 4,469 non followers
- 10,600 posts / 1,450 stories / 2 IGTV videos

Account Activity: 1,204

- Profile visits: 1,160
- Business Address Taps: 12
- Website taps: 32
- Call Button: 0

Impressions: 139,358 (total number of times our posts have been seen)

Content Interactions: 2,722

Post Interactions: 2,687

- Likes: 2,2234
- Comments: 47
- Saves: 98
- Shares: 293
- Story Interactions: 35
 - Replies: 14
 - Shares: 21

Top Post(s):

September 11 – Repost Marquis Theatre Building Flag Mural

- Reach: 3,666 (43% of accounts reached were not followers)
- Impressions: 3,924 (2,258 from home, 1,526 from explore, 99 from profile & 41 other)
- Likes: 308
- Comments: 3
- Shares: 10
- Saved: 1
- Profile visits: 49
- Follows: 20

September 20 – Skeletons are Alive Launch Event Announcement

- Reach: 4,150 (37% of accounts reached were not followers)
- Impressions: 4,433 (2,932 from home, 1,375 from explore, 57 from profile & 64 other)
- Likes: 252
- Comments: 3
- Shares: 94
- Saved: 23
- Profile visits: 16
- Follows: 8

TWITTER:

Followers: 969 (22 more than last update)
Twitter does not provide many analytics.

Top Tweet(s):

September 20 – Skeletons are Alive Announcement
Likes: 3
Retweets: 1

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 September 2021:

PUBLICITY:

Sent Press Releases:

- Design Du Jour opening
- Mod Market Anniversary
- Skeletons Are Alive Kick off

Upcoming Press Releases:

- Little Salumi opening

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

- September 9 – [The Detroit News](#) – Design DuJour opening featured in the Homestyle column.
- September 14 – [The Northville Record](#) – Feature article on Design DuJour opening
- September 22 – [Fox2](#) – Featured Skeletons are Alive Launch party on website

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 September issue of The Ville
- Boosted Facebook Post For Skeletons are Alive Launch Party (runs September 24-October 1)

UPCOMING PAID ADVERTISING:

PRINT:

- Half-page Ads in The Ville
 - The DDA has a contract with The Ville (October 2021-April 2022). The ads is 1/4 page size.
 - Ad theme features a new shop or restaurant owner every month




Attachment 4.c

Downtown
Northville
Timeless with a twist

downtownnorthville.com

Where supporting our
local businesses is
Main & Center

*Pictured: Husband & Wife and Northville residents, Bobby & Michele Johnson.
Members of the Downtown Northville family of businesses for four years.*



Attachment 4.d

Downtown
Northville
Timeless with a twist

downtownnorthville.com

Where supporting our
local businesses is
Main & Center

*Pictured: Margene Buckhave, owner of Stampeddler and part of the
Downtown Northville family of businesses since 1983.*

Downtown
Northville
Timeless with a twist

Attachment 4.e



10TH ANNIVERSARY

Skeletons are Alive



KICK OFF EVENT

**FRIDAY,
OCTOBER 1
6-9PM**

downtownnorthville.com

Photo credit: Rand Alive

SKELETONS • FOOD TRUCKS AND VENDORS • MUSIC • ENTERTAINMENT

Northville's December to Remember

- December 1st – December 31st
- Street decorations
 - Buildings lined with lights
 - Santa Mouse hidden in all store fronts
 - Dr. Demray Rudolf Cars in place of Police Cars
 - Pods decorated by Adorn
 - Best windowfront contest???
 - Northville Patrons can cast their vote for the best Holiday window display
 - Santa mouse hidden in each storefront
- December 1 Northville Lights Kickoff
 - Streets are light up in downtown Northville
 - Music Playing
 - Any other ideas?
- Weekend Entertainment
 - Thursday night Holiday's Unplugged
 - Enjoy a relaxed evening in downtown Northville with your family listening to live music
 - (Need to book entertainer)
 - Friday Night Pop-Up Music
 - Each Friday in December there will be a different surprise music type. Come downtown to find out what it is!
 - Bagpipes
 - Carolers
 - Singing Santa?
 - Carriages Rides
 - Saturday
 - Kid friendly events
 - Build a bear truck (if we can find this in Michigan – will look for alternative in not possible)
 - Santa's Reindeer visit Northville (looking into rental times and prices)
 - Alpaca visit (living and learning center)
 - Make your own Toy Truck (this was at a Chamber Event in recent years. Contacting Jody for more information)
 - Holiday caricature Artist
 - Holiday face painting
 - Light up toy sales
 - Carriage Rides
 - Nightly music at the Marquee

- Sunday Family Day
 - Enjoy a day with your kids for some live entertainment and family time.
 - Live wood carving
 - Ice sculpture carving
 - Hot totty/Hot Chocolate tasting
 - Hot chocolate bombs for sale
 - Breakfast with Santa
 - Can we get this moved to Northville square?
 - Candy Cane Course
 - Stores hand out candy cane to kids as their parents shop for holiday gifts
 - Candy Cane Cake Walk
 - Children come downtown for a fun lighthearted candy cane cake walk. Anything candy cane will be accepted for prizes.
 - Any other ideas?
- Holiday Event Themes
 - Weekend 1 (Dec3-5)
 - Holiday Drink Tasting
 - Restaurants are asked to come up with a Holiday Drink. Patrons can stroll the streets and compare the festive drinks from each of our restaurants.
 - Ugly Christmas Sweater night out in Northville
 - Weekend 2 (Dec10-12)
 - Holiday tasting menu
 - Restaurants are asked to come up with a Holiday dish.
 - Weekend 3 (Dec17-19)
 - Shop 'til You Drop
 - Shops can offer holiday sales/specials this weekend. Maybe a Christmas tree that has ornaments, grab on and a discount may be unveiled?
- Marketing
 - Logo
 - Consistent marketing for December to Remember will help with it's success.
 - Names for the market
 - Northville Holiday Market
 - Winter Fest
 - Northville's December to Remember
 - The North Pole in the Ville
 - Northville Noel Fest
 - Northville Wonderland

- Ideas?
 - Social Media Marketing
 - Each weekend will be advertised of what to expect. New events will draw the same patrons week after week.
 - Print marketing
 - Advertisement in The Ville
- New Years Eve ideas??
 - Need idea of how to close out a December to Remember
- Other ideas for making a successful December to Remember?