



Northville DDA - Marketing Committee  
Thursday, November 4, 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 October 2021 <ul style="list-style-type: none"><li>a. October Stats and Measurements (Attachment 4.a)</li><li>b. October PR Summary (Attachment 4.b)</li></ul>  |
| 9:10 – 9:30  | 5. Recap of Events <ul style="list-style-type: none"><li>a. Corn Maze – through October 24, 2021</li><li>b. Fall Fair Craft Show – October 9-10, 2021</li><li>c. The Great Fall Festival – October 9-10, 2021</li><li>d. Halloween Hysteria – October 10, 2021</li><li>e. Witches Night Out – October 14, 2021</li><li>f. Trick or Treat Scavenger Hunt – October 19, 2021</li><li>g. Art Crawl – October 23, 2021</li><li>h. Tiny Pumpkins – October 26, 2021</li><li>i. Streets of Treats – October 30, 2021</li></ul>                          |
| 9:30 – 9:45  | 6. Upcoming Events <ul style="list-style-type: none"><li>a. Marie Antoinette’s Birthday – Mill Race Village - November 2, 2021</li><li>b. Small Works – Northville Art House – November 12-30, 2021</li><li>c. Christmas Carol – Tipping Point Theater – November 18-30, 2021</li><li>d. Holiday Parade and Tree Lighting – November 19, 2021</li><li>e. Greens Market – November 20-21, 2021</li><li>f. Huffin for the Stuffin’ 5K – Maybury State Park – November 25, 2021</li><li>g. Holiday to Remember – weekends in December 2021</li></ul> |
| 9:45 – 10:00 | 7. Winter Event – Holiday to Remember (Attachments 7.a, 7.b)  |

Next Meeting – Thursday, December 2, 2021

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

### **PUBLICITY:**

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

- Little Salumi opening

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

- October 24 – [The Oakland Press](#) – There is still time to see the skeletons
- October 27 – [Little Guide Detroit](#) – Featured “Fall in Northville”

### **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 October issue of The Ville

### **UPCOMING PAID ADVERTISING:**

#### **PRINT:**

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

## October 2021:

### FACEBOOK:

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

Through October 27

Page Likes: 13,414 (220 more than last summary)

Followers: 14,278 (267 more since last summary)

Check-ins: 22,461 (711 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: 31,200

Monthly Page Views: 1,765

Monthly Post Engagement: 38,400

Link Clicks: 824

#### **Boosted Post ~ Skeletons Kick-off Event**

Run Date(s): September 24-October 1

Reach: 9,936

Engagement: 1,356

Comments: 31

Post Reactions (Likes, Loves, etc): 858

Share: 211

Link clicks: 37

Page Likes: 1

#### **Organic Post ~ Main Street League Witches Ride (with photos)**

Run date(s): October 24 (12:19 p.m.)

Reach: 4,399

Reactions:

- Likes: 98 (94 on post/4 on share)
- Love: 7 (on post)
- Comments: 3 (on share)
- Shares: 6 (on post)

Post Clicks: 469 (294 photo / 175 other such as page title or “see more”)

#### **Organic Post ~ WDIV Toria Dine in the D segment (with link)**

Run date(s): October 18 (11:25 a.m.)

Reach: 4,635

Reactions:

- 37 likes (34 on post / 3 on share)
- 3 Love (2 on post / 1 on share)
- Comments: 7 (4 on post/3 on share)
- Shares: 5 (on post)

Post Clicks: 503 (408 link / 95 other such as page title or “see more”)

### **Organic Post ~ October in the Ville events reminder (with graphic)**

Run date(s): October 11 (11:34 a.m.)

Reach: 4,891

Reactions:

- 40 likes (34 on post / 6 on share)
- 1 Love (on share)
- Comments: 8 (5 on post / 3 on share)
- Shares: 16 (on post)

Post Clicks: 167 (98 photo / 0 link / 69 other such as page title or “see more”)

### **Organic Post ~ Thank you to everyone attending Skeletons Kick-off (with album)**

Run date(s): October 2 (1:55 p.m.)

Reach: 6,916

Reactions:

- 220 likes (148 on post / 72 on share)
- 20 Love (16 on post / 4 on share)
- Comments: 16 (7 on post / 9 on share)
- Shares: 15 (on post)

Post Clicks: 652 (278 photo / 0 link / 374 other such as page title or “see more”)

## **INSTAGRAM:**

Followers: 4,948 (158 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: 7,088 (the number of unique accounts that have seen any of our posts)

- 3,099 followers / 3,989 non followers
- 10,600 posts / 1,611 stories

Account Activity: 1,204

- Profile visits: 1,532
- Business Address Taps: 11
- Website taps: 21
- Call Button: 0

Impressions: 149,828 (total number of times our posts have been seen)

Content Interactions: 2,251

Post Interactions: 2,204

- Likes: 1,899
- Comments: 49
- Saves: 71
- Shares: 89
- Story Interactions: 47
  - Replies: 24
  - Shares: 23

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

#### **October 24 – Main Street League Witches Ride**

Reach: 4,046 (2,703 followers / 1,343 non followers)

Impressions: 4,847 (4,032 from home, 750 from explore, 28 from profile & 17 other)

- Likes: 316
- Comments: 7
- Shares: 8
- Saved: 1
- Profile visits: 31
- Follows: 24

#### **September 30 – Skeletons are Alive Launch Event Reminder**

- Reach: 2,749 (2,207 followers / 544 non-followers)
- Impressions: 3,683 (3,003 from home, 413 from explore, 163 from profile & 85 other)
- Likes: 146
- Comments: 3
- Shares: 91
- Saved: 7
- Profile visits: 33
- Follows: 10

### **TWITTER:**

Followers: 983 (14 more than last update)

Twitter does not provide many analytics.

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

October 18– Toria Dine in the D segment

Likes: 4

Retweets: 1

### **ADVERTISING:**

#### **The Ville:**

Quarter page ads will be placed 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.

# News from the DDA

Main & Center

*a Holiday to Remember*

Downtown Northville

**Sundays**

3:00 - 5:00 pm

**Reindeer &  
Special Holiday  
Characters**

**Saturdays**

6:00 - 9:00 pm

**Horse &  
Wagon Rides**

**Fridays**

6:00 - 9:00 pm

**Live Music**

The Northville DDA is excited to announce a new Holiday Event during the month of December. There will be Holiday music on Friday evening from 6-9 pm, horse and carriage rides on Saturday from 6-9 pm, and reindeer on Sunday from 3-5 pm. Don't miss all the fun including surprise characters that will be roaming about. Come shop, dine and enjoy our Social District Holiday as you celebrate the Season in downtown Northville.



Watch the Downtown Northville channel on YouTube



Follow @visitnorthville on Twitter



Join Downtown Northville on Facebook



Follow @downtownnorthville on Instagram

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

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Wagon Rides**

**First Three Weekends In December**

*brought to you by:*



Downtown  
**Northville**  
*Timeless with a twist*

# Downtown Northville December Events



December 3-5, 10-12, 17-19 – **A Holiday to Remember**  
Northville DDA, [www.downtownnorthville.com](http://www.downtownnorthville.com)

December 1-18 – **Small Works**  
Northville Art House, [www.northvillearthouse.org](http://www.northvillearthouse.org)

December 1-19 – **A Christmas Carol**  
Tipping Point Theatre, [www.tippingpointtheatre.com](http://www.tippingpointtheatre.com)

December 3 – **Christmas in the Village**  
Mill Race Village, [www.millracenorthville.org](http://www.millracenorthville.org)

December 3-8 – **Virtual Holiday Home Tour**  
Northville Community Foundation, [www.northvillecommunityfoundation.org](http://www.northvillecommunityfoundation.org)

December 3 – **Merry Little Christmas Party**  
New Hope Grief, [www.newhopecenter.net](http://www.newhopecenter.net)

December 4 – **Children's Christmas Workshop**  
Mill Race Village, [www.millracenorthville.org](http://www.millracenorthville.org)

December 4 – **Pancakes and Pajamas**  
Northville Parks and Recreation, [www.northvilleparksandrec.org](http://www.northvilleparksandrec.org)

December 10-12 – **Tinsel & Treasures Handcrafters Market**  
Northville Community Center, [www.hcshows.com](http://www.hcshows.com)

December 4-5, 11-12 – **Holiday Fun at the Farm**  
Maybury Farm, [www.mayburyfarm.org](http://www.mayburyfarm.org)

December 18 – **Kids Holiday Shopping Day & Art Workshop**  
Northville Art House, [www.northvillearthouse.org](http://www.northvillearthouse.org)



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



Watch the Downtown Northville  
channel on YouTube



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