



Northville DDA - Marketing Committee  
Thursday, February 3, 2022  
8:30 am – Via Zoom

Join Zoom Meeting: <https://us02web.zoom.us/j/82096708382>  
Meeting ID: **820 9670 8382**  
Mobile Connection: **1-646-558-8656, 1-312-626-6799**

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|--------------|--|
| 8:30 – 8:35  | 1. Welcome from the Chair  |
| 8:35 – 8:40  | 2. Audience Comments (limit 3 minutes)   |
| 8:40 - 9:00  | 3. PR & Marketing efforts for January 2022 <ul style="list-style-type: none"><li>a. January Stats and Measurements (Attachment 3.a)</li><li>b. January PR Summary (Attachment 3.b)</li><li>c. February Ad in The 'Ville (Attachment 3.c)</li></ul>   |
| 9:00 – 10:45 | 4. Recap and News from Organizations <ul style="list-style-type: none"><li>a. City of Northville</li><li>b. Friends of Maybury</li><li>c. Living and Learning Center</li><li>d. Marquis Theatre</li><li>e. Maybury Farm</li><li>f. Mill Race Village<ul style="list-style-type: none"><li>i. Lecture Series</li><li>ii. Maple Syrup Tea – February 12, 2022</li></ul></li><li>g. Northville Art House<ul style="list-style-type: none"><li>i. Mosaic Evolution – January 14, 2022</li><li>ii. Gnome Around Northville – January 2022</li></ul></li><li>h. Northville Chamber of Commerce</li><li>i. Northville Community Foundation</li><li>j. Northville District Library</li></ul> |

- k. Northville Downtown Development Authority
  - i. Chili'in the Ville – February 26, 2022 (Attachment 4.k.i)
  
- l. Northville Merchants Association
  - i. Bridgerton Night – March 24, 2022 (Attachment 4.l.i)
  
- m. Northville Parks & Recreation
  
  
- n. Northville Township

Next Meeting – Thursday March 3, 2022

## **January 2022:**

### **FACEBOOK:**

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

Through January 26

Page Likes: 13,639 (50 more than last summary)

Followers: 14,571 (67 more since last summary)

Check-ins: 23,183(68 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: 27,529

Monthly Page Views: 797

Monthly Post Engagement: 13,013

#### **Organic Post ~ Business Spotlight – Meraki Massage Studio (with photo)**

Run date(s): January 21 (12:30 p.m.)

Reach: 5,136

Reactions:

- Likes: 11 (17 on post / 94 on share)
- Love: 93 (7 on post / 88 on share)
- Wow: 1 (on share)
- Comments: 29 (2 on post / 27 on share)
- Shares: 12 (on post)

Post Clicks: 293 (18 photo / 37 link / 228 other such as page title or “see more”)

#### **Organic Post ~ Save the Date! Maybury Park Feb. 5 Winter Hike (with photo)**

Run date(s): January 13 (9:56 a.m.)

Reach: 8,093

Reactions:

- 45 likes (31 on post / 14 on share)
- 3 Love (2 on post / 1 on share)
- Comments: 1 (on share)
- Shares: 11 (10 on post / 1 on share)

Post Clicks: 56 (25 photo / 310 other such as page title or “see more”)

#### **Organic Post ~ Snowmen Sculpture Announcement (with photos)**

Run date(s): January 11 (2:23 p.m.)

Reach: 5,745

Reactions:

- 60 likes (54 on post / 6 on share)
- 11 Love (10 on post / 1 on share)
- Comments: 5 (3 on post / 2 on share)
- Shares: 7 (on post)

Post Clicks: 273 (178 photo / 2 link / 95 other such as page title or “see more”)

**Organic Post ~ Business Spotlight – Kiss My lash (with photo)**

Run date(s): January 7 (10:29 a.m.)

Reach: 7,775

Reactions:

- 104 likes (33 on post / 71 on share)
- 46 Love (8 on post / 38 on share)
- Comments: 21 (6 on post / 15 on share)
- Shares: 18 (on post)

Post Clicks: 394 (32 photo / 79 Link / 283 other such as page title or “see more”)

**INSTAGRAM:**

Followers: 5,275 (36 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: 7,049 (the number of unique accounts that have seen any of our posts)

- 3,115 followers / 3,934 non followers
- 7,789 posts / 1,575 stories / 65 videos / 2,945 Reels

Account Activity: 592

- Profile visits: 580
- Website taps: 12

Impressions: 104, 015 (total number of times our posts have been seen)

Content Interactions: 1,124

Post Interactions: 1,027

- Likes: 962
- Comments: 21
- Saves: 18
- Shares: 12
- Story Interactions: 43
  - Replies: 31
  - Shares: 12
- Reel Interactions: 45
  - Likes: 42
  - Comments: 2
  - Shares: 1
- Video Interactions: 9
  - Likes: 9

**Top Post(s):**

**January 20– Tuscan Café Valentine’s Day Cookies (shared)**

Reach: 1,801 (1,553 followers / 248 non followers)

Impressions: 1,920 (1,651 from home, 233 from explore, 25 from profile & 11 other)

Content Interactions:

- Likes: 86
- Comments: 2
- Shares: 1
- Saved: 2

Profile Activity:

- Profile visits: 4
- Web site taps: 1

**January 12 – Rebecca’s Michigan Store Gift Baskets (shared post)**

Reach: 1,782 (1,522 followers / 260 non-followers)

Impressions: 2,229 (2,015 from home, 70 from explore, 178 from hashtags & 14 other)

Content Interactions:

- Likes: 72
- Comments: 4
- Shares: 2

Profile Activity:

- Profile visits: 10

**TWITTER:**

Followers: 991 (4 more than last update)

Twitter does not provide many analytics.

**Top Tweet(s):**

January 25 – Little Salumi article from The Ville

Likes: 2

Retweets: 0

**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.

## **DOWNTOWN NORTHVILLE PR / ADVERTISING SUMMARY January 2022:**

### **PUBLICITY:**

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

- Snowmen Sculptures Announcement

#### **Upcoming:**

- New Businesses Announcement: Lava Grille Opening / Celebrity Pets New Owner / Kiss My Lash / Little Salumi
- Chili' in In The Ville

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

- January 20 – [Metro Mode](#) – Article on Snowmen Sculptures

### **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 January issue of The Ville

### **UPCOMING PAID ADVERTISING:**

#### **PRINT:**

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

THIS MUST  
BE THE PLACE



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

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

Where supporting our  
local businesses is  
**Main & Center**

*Pictured: Chelsea Gettings & Layne Zuker, owners of One Twelve (smoothie & juice bar).  
Members of the Downtown Northville family of businesses since September 2021.*



**SATURDAY, FEBRUARY 26TH**  
**1-5 PM, DOWNTOWN NORTHVILLE**

The City & Township Fire Departments along with several restaurants will face off in a **HEATED** chili competition in downtown Northville. **FROZEN** characters and ice sculptures will be on site during the event.

*Vote for favorite chili using the QR code available at participating locations.*



The tickets are 8 for \$10. Each ticket gets you a sample size portion from the participating business.

**Purchase tickets:**  
**MOD Market - 150 Mary Alexander Court**  
**or scan the QR Code**

**THIS YEARS PARTICIPANTS:**







DOWNTOWN NORTHVILLE

# BRIDGERTON LADIES NIGHT

Enjoy an evening of special events, drawings, discounts, a costume contest, and more.

*Lady Whistledown Requests Your Presence*

*Thursday, March 24  
6:00 - 9:00 p.m.*

*[www.downtownnorthville.com/events/ladies-night-out/](http://www.downtownnorthville.com/events/ladies-night-out/)*