



Northville DDA - Marketing Committee
Thursday, April 7, 2022
8:30 am – Via Zoom

Join Zoom Meeting: <https://us02web.zoom.us/j/8582912693>

Meeting ID: **858 291 2693**

Mobile Connection: **1-646-558-8656, 1-312-626-6799**

Meeting Agenda

1. Welcome from the Chair
2. Audience Comments (limit 3 minutes)
3. PR & Marketing efforts for March 2022
 - a. March Stats and Measurements (Attachment 3.a)
 - b. March PR Summary (Attachment 3.b)
 - c. April Ad in The 'Ville (Attachment 3.c)
4. Recap and News from Organizations
5. Next Meeting – Thursday May 5, 2022

March 2022:

FACEBOOK:

Facebook Page Update:

Through March 25

Page Likes: 13,680 (41 more than last summary)

Followers: 14,645 (74 more since last summary)

Check-ins: 23,394 (211 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 ~ Post highlighting Northville Square (with photo & website)

Run date(s): March 23 (1:24 p.m.)

Reach: 5,425

Reactions:

- Likes: 57 (30 on post / 27 on share)
- Love: 9 (2 on post / 7 on share)
- Wow: 1 (on post)
- Comments: 42 (on share)
- Shares: 1 (on post)

Post Clicks: 651 (10 photo / 213 link / 428 other such as page title or “see more”)

Organic Post ~ Shared post: The Ville photo of Sunset over Northville

Run date(s): March 16 (7:55 p.m.)

Reach: 4,082

Reactions:

- Likes: 156 (on post)
- Love: 28 (on post)
- Comments: 2 (on post)
- Shares: 7 (post)

Post Clicks: 78 (23 photo / 55 other such as page title or “see more”)

Organic Post ~ Little Salumi Live in the D Clip (shared post)

Run date(s): March 8 (3:53 p.m.)

Reach: 5,879

Reactions:

- Likes: 92 (on post)
- Love: 10 (on post)
- Comments: 8 (7 on post / 1 on share)
- Shares: 9 (on post)

Post Clicks: 475 (248 link / 227 other such as page title or “see more”)

Boosted Post ~ Now Hiring Groundskeeper

Run date(s): March 14-18

Reach: 2,752

Reactions: 149

Link Click: 39

Messaging Conversations: 6

Shares: 5

Reactions: 2

Placements:

- Mobile app News Feed:2103
- Marketplace mobile: 522
- Mobile suggested videos feed: 231
- Facebook Search Results on mobile devices: 87
- Desktop News Feed:30
- Instant article: 30
- Marketplace desktop:9

INSTAGRAM:

Followers: 5,397 (122 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: 5,578 (the number of unique accounts that have seen any of our posts)

- 3,193 followers / 2,385 non followers
- 7,557 posts / 1,420 stories / 94 Reels

Account Activity: 583

- Profile visits: 534
- Website taps: 8
- Business Address Taps: 1

Impressions: 115, 126 (total number of times our posts have been seen)

Content Interactions: 1,485

Post Interactions: 1,416

- Likes: 1,283
- Comments: 26
- Saves: 25
- Shares:55
- Story Interactions: 32
 - Replies: 15
 - Shares: 17
- Reel Interactions: 43
 - Likes: 3
 - Comments: 1
- Video Interactions: 33
 - Likes: 27
 - Comments: 4
 - Shares: 1

- Saves: 1

Top Post(s):

March 16 – The Ville Sunset over the Downtown (shared post)

Reach: 2,711 (1,813 followers / 898 non followers)

Impressions: 2,935 (2,060 from home, 509 from explore, 319 from hashtags & 23 other)

Content Interactions:

- Likes: 197
- Comments: 5
- Shares: 3
- Saved: 3

Profile Activity:

- Profile visits: 26
- Follows: 22

March 20 – Open on Sundays business spotlight (shared post)

Reach: 1,988 (1,859 followers / 129 non-followers)

Impressions: 2,588 (2,435 from home, 119 from explore, 17 from profile & 10 other)

Content Interactions:

- Likes: 82
- Shares: 5

Profile Activity:

- Profile visits: 6
- Follows: 4

TWITTER:

Followers: 1,001 (10 more than last update)

Twitter does not provide many analytics.

Top Tweet(s):

March 8 – International Women's Day

Likes: 3

Retweets: 0

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 March 2022:

PUBLICITY:

Upcoming Press Releases:

- Kiss My Lash Opening
- Celebrity Pets New Owners
- New Restaurants Announcement: Lava Grille Opening Little Salumi

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 March issue of The Ville
- Boosted Post for Groundskeeper Positions (Facebook)

UPCOMING PAID ADVERTISING:

PRINT:

- Ad in Chamber Directory
- Ad in Maybury Park Map
- Quarter-page Ads in April issues of The Ville
 - These are final two ads on our contract and we are going to renew 12-months of 1/4-page ads.
 - Ad theme features a new shop or restaurant owner every month
- Quarter-page Ads in
 - Q2: Ad for Supporting our businesses is main & center with a photo of social district (like we did for Maybury and Chamber ads) and tag with dates of summer concerts (MAILED WEEK OF JUNE 6)
 - Q3: SKELETONS Ad (MAILED WEEK OF SEPTEMBER 19)
 - Q4: A Holiday to Remember (MAILED WEEK OF DECEMBER 5)

Coffee & Espresso	
Latte	\$3.50
Cappuccino	\$3.50
Espresso	\$2.50
Hot Chocolate	\$3.50
Frappuccino	\$4.50
Tea	\$3.50
Smoothie	\$4.50
Protein Shake	\$5.50
Ice Cream	\$4.50
Donut	\$1.50
Pastry	\$2.50

Frozen Beverages	
Protein Shakes	
Chocolate	\$5.50
Strawberry	\$5.50
Vanilla	\$5.50
Apple Cinnamon	\$5.50
Blueberry	\$5.50
Orange	\$5.50
Green Apple	\$5.50
Watermelon	\$5.50
Smoothies	
Strawberry	\$4.50
Blueberry	\$4.50
Vanilla	\$4.50
Apple Cinnamon	\$4.50
Orange	\$4.50
Green Apple	\$4.50
Watermelon	\$4.50



Downtown
Northville
Timeless with a twist
downtownnorthville.com

Where supporting our
 local businesses is
Main & Center

Pictured: The Lytwyn Family, owners of Sweet Brew 'n Spice Cafe. Members of the Downtown Northville family of businesses since 2021.