



Northville DDA - Marketing Committee  
Thursday, June 2, 2022  
8:30 am – Via Zoom

Join Zoom Meeting: <https://us02web.zoom.us/j/86916697309>  
Meeting ID: **869 1669 7309**  
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 May 2022
  - a. May Stats and Measurements (Attachment 3.a)
  - b. May PR Summary (Attachment 3.b)
  - c. June Ad in The 'Ville (Attachment 3.c)
4. Recap and News from Organizations
  - a. Dancin' in the Ville (Attachment 4.a)
5. Next Meeting – Thursday July 7, 2022

## **May 2022:**

### **FACEBOOK:**

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

Through May 27

Page Likes: 13,732 (22 more than last summary)

Followers: 14,727 (37 more since last summary)

Check-ins: 23,680 (160 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: 10,222

Monthly Page Views: 893

Monthly Post Engagement: 5,825

#### **Organic Post ~ Reminder of Memorial Day Weekend Activities (photos)**

Run date(s): May 25 (9:59 a.m.)

Reach: 3,122

Reactions:

- Likes: 9
- Love: 1
- Comments: 1
- Shares: 4

Post Clicks: 63 (44 photo / 19 other such as page title or “see more”)

#### **Organic Post ~ Happy Friday (with photo)**

Run date(s): May 20 (10:52 a.m.)

Reach: 1,917

Reactions:

Reactions:

- Likes: 16
- Love: 1
- Comments: 2
- Shares: 1

Post Clicks: 27 (8 photo / 10 link / 9 other such as page title or “see more”)

#### **Organic Post ~ The Buy Michigan Now Festival Returns (with link)**

Run date(s): May 10 (9:45 a.m.)

Reach: 3,560

Reactions:

- Likes: 48
- Comments: 3

Post Clicks: 151 (73 link / 78 other such as page title or “see more”)

## **Organic Post ~ Music is Main & Center Series Returns (with photo)**

Run date(s): May 6 (1:38 p.m.)

Reach: 2,757

Reactions:

- Likes: 11
- Love: 1
- Comments: 1
- Shares: 4

Post Clicks: 17 (1 photo / 160 other such as page title or “see more”)

## **INSTAGRAM:**

Followers: 5,435 (38 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: 5,237 (the number of unique accounts that have seen any of our posts)

- 3,807 followers / 1,330 non followers
- 6,731 posts / 1,374 stories / 22 videos / 3,008 Reels

Accounts Engaged: 661

- 609 Followers/52 Non-followers

Account Activity: 709

- Profile visits: 680
- Website taps: 18
- Business Address Taps: 9
- Call Button Taps: 2

Impressions: 119, 743 (total number of times our posts have been seen)

Content Interactions: 1,722

Post Interactions: 1,586

- Likes: 1,325
- Comments: 40
- Saves: 36
- Shares: 155
- Story Interactions: 30
  - Replies: 16
  - Shares: 14
- Reel Interactions: 103
  - Likes: 96
  - Shares: 7
- Video Interactions: 3
  - Likes: 3

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

*Based on likes*

## **May 10 – Pizza Cutter Moving (shared post)**

Reach: 2,971 (2,721 followers / 250 non followers)

Impressions: 3,149 (2,855 from home, 154 from explore, 58 from profile & 42 other)

Engagement: 256 (247 followers / 9 non-followers)

Post Interactions: 292

- Likes: 218
- Comments: 8
- Shares: 64
- Saved: 2

Profile Activity: 24

- Profile visits: 20
- Follows: 4

**May 19 It's A Beautiful Evening. What are Dinner Plans (photo of dining in social district)**

Reach: 2,027 (1,945 followers / 82 non-followers)

Impressions: 2,223 (2,104 from home, 49 from explore, 35 from profile & 28 other)

Engagement: 161 (160 followers / 1 non-followers)

Post Interactions: 168

- Likes: 153
- Shares: 12
- Comments: 2
- Saves: 1

Profile Activity: 28

- Profile visits: 18
- Follows: 10

**May 17 How is everyone enjoying this beautiful day? (photo of clock/streetscape)**

Reach: 1,380 (1,316 followers / 64 non-followers)

Impressions: 1,498 (1,394 from home, 36 from explore, 44 from profile & 20 other)

Engagement: 125 (125 followers / 0 non-followers)

Post Interactions: 138

- Likes: 121
- Shares: 14
- Comments: 1
- Saves: 2

Profile Activity: 16

- Profile visits: 8
- Follows: 8

**TWITTER:**

Followers: 1,002

Twitter does not provide many analytics.

**Top Tweet(s):**

May 17 – Music is Main & Center Series Returns

Likes: 3  
Retweets: 2

May 10 – Maybury Farm Fest  
Likes: 4  
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.

### **Northville Today:**

- Quarter-page Ads in Northville Today
  - 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)

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

## **PUBLICITY:**

### **Press Releases:**

- Summer Concerts Announcement

### **Upcoming Press Releases:**

- Dancing in Town Square

## **SOCIAL MEDIA:**

- Continuing Business Spotlights every month to coincide.
- 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 May issue of The Ville
- Ad in Q2 of Northville Today (mailed week of June 6)
- Ad in Chamber Directory
- Ad in Maybury Park Map

## **UPCOMING PAID ADVERTISING:**

### **PRINT:**

- Quarter-page Ads in The Ville
  - We renewed contract for 12-months of 1/4-page ads.
  - Ad theme features a new shop or restaurant owner every month
- Quarter-page Ads in Northville Today
  - Mailed to 21,000 households
  - Q3: SKELETONS Ad (MAILED WEEK OF SEPTEMBER 19)
  - Q4: A Holiday to Remember (MAILED WEEK OF DECEMBER 5)

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

Attachment 3.c  
Where supporting our local  
businesses is Main & Center



Downtown Northville's Music is Main & Center concert series returns every Friday and Saturday evening from 7-9 pm. Performances begin Memorial Day weekend and run through October 29th.

Music is Main & Center is hosted by the Northville DDA and made possible by presenting sponsors Serra Ford of Farmington Hills and Grewal Law.

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



# Dancin'

*in the Ville*

**Wednesday evenings**  
**June – August • 6:30 – 8:00 pm**

BROUGHT TO YOU BY

*MJ Diamonds* & *Arthur Murray*  
Dance Centers

***Everyone is welcome!***

Downtown  
**Northville**  
Timeless with a twist