



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

Join Zoom Meeting: <https://us02web.zoom.us/j/87056855583>

Meeting ID: **870 5685 5583**

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 June 2022
 - a. June Stats and Measurements (Attachment 3.a)
 - b. June PR Summary (Attachment 3.b)
 - c. July Ad in The 'Ville (Attachment 3.c)
4. Recap and News from Organizations
5. Next Meeting – Thursday, August 4, 2022

June 2022:

FACEBOOK:

Facebook Page Update:

Through June 27

Page Likes: 13,829 (97 more than last summary)

Followers: 14,855 (128 more since last summary)

Check-ins: 23,901 (221 more since last summary)

Demo:

- Women (81.8%)/ Men (18.2%)
- Age demo: 35-44 main demo with 45-54 next largest
- Top 10 cities followers are from: Northville (16.6%, Novi (9.4%), Livonia (7.7%), Plymouth, Canton, Farmington Hills, Westland, South Lyon, Detroit, & Commerce

Monthly Total Reach: 74, 686

Monthly Page Views: 1,920

Monthly Post Engagement: 5,825

Organic Post ~ School is out for the summer and Tunes on Tuesday is Back (photos)

Run date(s): June 20 (10:17 a.m.)

Reach: 4,374

Reactions: 29

Comments: 1

Shares: 8

Post Clicks: 32

Organic Post ~ What is your favorite flavor of Faygo? Shared Browndog post

Run date(s): June 14 (6:20 p.m.)

Reach: 4,842

Reactions: 45

Comments: 3

Shares: 2

Post Clicks: 237

Organic Post ~ Talk about Summer Vibes Exchange Bar & Grille Reopens (shared post)

Run date(s): June 10 (3:24 p.m.)

Reach: 9,639

Reactions: 535

Comments: 56

Shares: 32

Post Clicks: 1,043

Organic Post ~ Great News! Great White Buffalo Brewing Company Opening

Run date(s): June 2 (9:42 a.m.)

Reach: 8,645

Reactions: 138

Comments: 58

Shares: 16
Post Clicks: 899

INSTAGRAM:

Followers: 5,601 (166 more followers since last summary)
77% women / 23% men
Age demo: 35-44 (32%), 25-34 (27.9%), 45-54 (20.6%)
Top Locations: Northville (23.1%), Novi (12.1%), Plymouth (9.1%), Livonia (5.7%) & Canton (3.8%)

Insights from last 30 days:

Reach: 7,002 (the number of unique accounts that have seen any of our posts)

- 4,009 followers / 2,993 non followers
- 8,375 posts / 4,426 Reels / 1,826 stories / 36 videos

Accounts Engaged: 1,229

- 1,103 Followers/126 Non-followers

Account Activity: 1,574

- Profile visits: 1,542
- Website taps: 25
- Business Address Taps: 6
- Call Button Taps: 1

Impressions: 185, 022 (total number of times our posts have been seen)

Content Interactions: 3,270

Post Interactions: 2,549

- Likes: 1,967
- Comments: 39
- Saves: 53
- Shares: 414
- Story Interactions: 71
 - Replies: 24
 - Shares: 47
- Reel Interactions: 650
 - Likes: 533
 - Comments: 9
 - Shares: 96
 - Saves: 12

Top Post(s):

Based on likes

June 20 – Exchange Bar & Grille Opening

Reach: 3,090 (2,835 followers / 255 non followers)

Impressions: 3,481 (3,167 from home, 133 from hashtags, 45 from profile & 91 other)

Engagement: 365 (350 followers / 15 non-followers)

Post Interactions: 427

- Likes: 323
- Comments: 19
- Shares: 83

- Saved: 2

Profile Activity: 42

- Profile visits: 36
- Follows: 6

June 21 Happy First Day of Summer (photo of clock)

Reach: 1,337 (1,308 followers / 29 non-followers)

Impressions: 1,484 (1,432 from home, 9 from hashtags, 27 from profile & 13 other)

Engagement: 138 (135 followers / 3 non-followers)

Post Interactions: 147

- Likes: 133
- Shares: 13
- Comments: 0
- Saves: 1

Profile Activity: 28

- Profile visits: 18
- Follows: 10

TWITTER:

Followers: 1,007

Twitter does not provide many analytics.

Top Tweet(s):

June 8 – Announcement of Dancin’ In The Ville

Likes: 1

Retweets: 0

June 2 – Announcement of NHS Jazz Band Rescheduled Date

Likes: 5

Retweets: 3

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.

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 June 2022:

PUBLICITY:

Upcoming Press Releases:

- Great White Buffalo Brewing Company opening

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 June 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

downtownnorthville.com

Where supporting our
local businesses is
Main & Center

Pictured: Left to right: Dante Rieli, Kristen Fitzgerald, with Northville Yoga Room owners, Sheri & Brent Rieli. Northville Yoga Room has been part of the Downtown Northville family of businesses since 2017.