



Northville DDA - Marketing Committee
Thursday, October 5, 2023
8:30 am – Via Zoom

Join Zoom Meeting
Topic: Marketing Committee Meeting
Time: Oct 5, 2023 08:30 AM
<https://us02web.zoom.us/j/85223081083>
Via Cell: 312 626 6799
Meeting ID: 852 2308 1083

Meeting Agenda

1. Welcome from the Chair
2. Audience Comments (limit 3 minutes)
3. PR & Marketing efforts for August 2023
 - a. September Stats and Measurements (Attachment 3.a)
 - b. September PR Summary (Attachment 3.b)
 - c. September Ville Magazine (Attachment 3.c)
 - d. October Events Postcard (Attachment 4.d)
4. Recap and News from Organizations
5. Next Meeting – Thursday, November 2, 2023

September 2023:

FACEBOOK:

Facebook Page Update:

Through September 29

Followers: 16,511 (208 more than 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: 147,194 (138,654 organic/8,568 paid)

- 55.3% followers/44.7% non-followers
- Interactions: 3,065
- Reactions: 2,545
- Comments: 296
- Shares: 224
- Photo views: 1,700 (multi photo (491)
- Link clicks: 613

Organic Post ~ Shared Streets of Treats Event from Chamber

Run date(s): September 28

Impressions: **6,903**

Reach: 6,772

Engagement: 687

Reactions: 74

Like: 64

Love: 10

Comments: 15

Shares: 0

Link Clicks: 253

Other Clicks: 345

Organic Post ~ Witches Night Out Announcement (with photo)

Run date(s): September 25

Impressions: **13,520**

Reach: 12,873

Engagement: 1,272

Reactions: 342

Like: 291

Love: 50

Ha: 1

Wow: 1

Comments: 67

Share: 69

Other Clicks: 455

Organic Post ~ SAVE THE DATE! Skeletons Are Alive Launch Party (with photo)

Run date(s): September 9

Impressions: **16,418**

Reach: 15,692

Engagement: 1,245

Reactions: 304

Like: 249

Love: 53

Comments: 43

Shares: 56

Other Clicks: 244

INSTAGRAM:

Followers: 6,760 (142 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: 6,831 (the number of unique accounts that have seen any of our posts)

- 4,462 followers / 2,369 non-followers
- 9,853 posts / 2,019 Reels / 2,392 stories / 9 videos

Accounts Engaged: 990

- 921 Followers/69 non-followers

Account Activity: 1,417

- Profile visits: 1,368
- External Link taps: 49

Impressions: 69,654 (total number of times posts have been seen)

Content Interactions: 1,925

Post Interactions: 1,743

- Likes: 1,333
- Comments: 17
- Saves: 103
- Shares: 131
- Story Interactions: 59
 - Replies: 13
 - Shares: 46
- Reel Interactions: 123
 - Likes: 110
 - Shares: 10
 - Saves: 3

Top Post(s):

Based on likes

September 4 – Shared photo of sunset from a follower (UGC)

Reach: 3,900 (2,738 followers / 1,162 non followers)

Impressions: 4,174 (3,912 from home, 224 from profile, 3 from explore & 35 other)

Engagement: 349 (334 followers / 13 non-followers)

Post Interactions: 357

- Likes: 341
- Comments: 3
- Shares: 10
- Saved: 3

Profile Activity: 13

- Profile visits: 11
- Follows: 2

September 7 – Skeletons Are Alive Announcement

Reach: 3,085 (2,768 followers / 317 non followers)

Impressions: 4,102 (3,663 from home, 273 from profile, 4 from explore & 162 other)

Engagement: 356 (340 followers / 16 non-followers)

Post Interactions: 415

- Likes: 272
- Comments: 5
- Shares: 106
- Saved: 32

Profile Activity: 32

- Profile visits: 27
- Follows: 4
- External Link Taps: 1

September 25 – Witches Night Out Announcement

Reach: 3,319 (3,102 followers / 217 non followers)

Impressions: 3,624 (3,365 from home, 126 from profile, 12 from hashtags & 121 other)

Engagement: 241 (234 followers / 7 non-followers)

Post Interactions: 294

- Likes: 198
- Shares: 68
- Saves: 25
- Comments: 3

Profile Activity: 24

- Visits: 21
- Follows: 2
- External link taps: 1

ADVERTISING:

The Ville:

Renewed for six months starting May 2023 and upgraded to 1/2 page ads.

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:

- Two half-page Ads in Northville Today
 - Q2: Ad will focus on summer concerts (MAILED WEEK OF JUNE 5)
 - Q3: SKELETONS Ad (MAILED WEEK OF SEPTEMBER 19)
 - Q4: Holidays

SEEN MAGAZINE:

- Full page ad placed in SEEN Magazine (July & October issues)

Maybury State Park Map:

- Double space ad in Park Map (Overall ad about Downtown Northville)

DOWNTOWN NORTHVILLE PR / ADVERTISING SUMMARY September 2023:

PUBLICITY:

Press Received (reflects what links were discoverable):

- [Little Guide Detroit](#) Preview
- [Visit Detroit](#) Featured in Things To Do in October

Press Releases Sent:

- Orin Jewelers Celebrates 90th Anniversary.
- Skeletons Are Alive

Upcoming Press Releases:

- TBD ibalance Wellness Spa grand re-opening
- TBD Seasonal Reopening of Streets

SOCIAL MEDIA:

- 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.
- Skeletons are Alive Launch Party (PAID BOOST)

PAID ADVERTISING:

- Ad in September issue of The Ville
- 1/2 page ads in Northville today.
 - Q3: ran September 18 (ad will feature Skeletons & Fall in Northville)
- Full Page ad in September issues of SEEN Magazine

UPCOMING PAID ADVERTISING:

PRINT:

- Half-page Ads in The Ville for 6-month contract
 - Remaining 1/2 page ads will be October
- Ad in Maybury Park Map (overall Downtown Northville ad)
- 1/2 page ads in Northville today.
 - Q4: runs December 4 (ad will feature holidays)

Downtown
Northville
Timeless with a twist

downtownnorthville.com

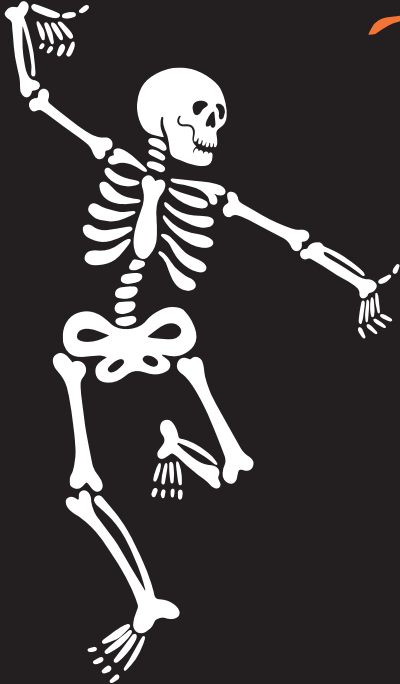


A spooktacular season is Main & Center this fall in Downtown Northville.

Don't Miss the annual Skeletons are Alive Launch Party on Friday, October 6 (6 - 9 PM)!

Skeletons will be on display through the month of October.

Downtown
Northville
Timeless with a twist
downtownnorthville.com



Skeletons are Alive

A Spooktacular Season awaits this fall
in Downtown Northville.

Don't miss the annual
Skeletons are Alive Launch Party
on **Friday, October 6 (6 pm)**

featuring music by Social Bones, food trucks,
family-friendly activities, entertainment and more.

The Skeletons will be on display throughout the month of October.





October *in the Ville*

For event details visit
www.downtownnorthville.com.

Stay up to date on Northville happenings
on our social media.



Downtown
Northville
Timeless with a twist

October 1 - 31 **Northville Spooktacular** **(Home Decorating Contest)**

City of Northville
www.kidstablemi.org

October 1 **The Great Fall Festival**

10:00 am - 5:00 pm, Maybury Farm
50165 Eight Mile Rd.
www.mayburyfarm.org

October 5, 12, 19, 26 **Northville Farmers' Market**

8:00 am - 3:00 pm, corner of 7 Mile & Sheldon
www.northville.org

October 6 **Skeletons are Alive Launch Party**

6:00 - 9:00 pm, Downtown Northville
www.downtownnorthville.com

October 6-8, 13-15, 20-22, 27-29 **Maybury Corn Maze**

5:00 - 8:00 pm (Fri), 10:00 am - 8:00 pm (Sat)
10:00 am - 7:00 pm (Sun), Maybury Farm
50165 Eight Mile Rd., www.mayburyfarm.org

October 7th **Cornhole Tournament**

1:00 - 6:00 pm, Downtown Northville
www.northvilleparksandrec.org

October 12 **Witches' Night Out**

6:00 - 9:00 pm, Downtown Northville
www.downtownnorthville.com

October 14 **If Stones Could Talk, Cemetery Walk**

11:00 am - 2:00 pm and 5:00 - 8:00 pm
Northville Art House, 215 W. Cady Street
www.northvillearthouse.org

October 17 **Halloween Spooktacular**

5:00 - 8:00 pm, Northville Community Center
303 W. Main Street
www.northvilleparksandrec.org

October 22 **Halloween Hysteria**

1:00 - 5:00 pm (timed tickets)
Mill Race Village, 215 Griswold Street
www.millracenorthville.org

October 28 **Streets of Treats**

10:00 am - 12:30 pm, Downtown Northville
www.northville.org

October 31 **Halloween and Community Wide** **Trick-or-Treating**

6:00 - 8:00 pm, City of Northville
www.ci.northville.mi.us

