



The Shopping District

Marketing & Advertising Committee Meeting

Members: Pohlod (Chair), Eid, Kay and Lundberg

Staff: Bassett

1. No meeting held in May.

2. RFP – Series of Seasonal Videos, Photography and Print Inserts

Due to magazines still not being able to be displayed in addition to the move toward the more social media and web based market trend, the Committee has initiated the RFP process for a series of seasonal videos, photography and print inserts instead of the BIRMINGHAM Magazine for this year.

3. Website and Social Media Analytics Dashboard

The Executive Director is working with the PR Specialist to develop a monthly marketing impact report.

4. Spring Fashion Video

The (:30)-second video campaign targeted specific demographics and geographic areas.

- 116,000 impressions were delivered with 64,000 reached
- 17,200 views
- 703 unique clicks
- 1.10% click through rate (CTR)

5. Tourism

The Committee is pursuing opportunities with Travel Michigan/MEDC and other options to promote the district as a local and regional travel destination for shopping, dining and entertainment.

NEXT MEETING: Thursday, June 17 at 8:30 a.m.

Marketing 2020-21 Budget: \$275,000

Remaining balance after June vouchers: \$4,288

Magazine 2020-21 Budget: \$60,000

Remaining balance after June vouchers: \$0