

Advertising and Marketing Committee Meeting

Wednesday, September 28, 8:30 a.m. 151 Martin Street, Birmingham, MI City Hall Conference Rooms 202 & 203

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

Staff: Jana Ecker, BSD Interim Executive Director; Erika Bassett, PR Specialist

AGENDA

- 1. Welcome and Attendance
- 2. Approval of Minutes August 18
- 3. Public Comment
- 4. Social Media and Web Report
- 5. Holiday Gift Guide Draft Review
- 6. Winter Photoshoot Planning
- 7. Review of Special Assessment Renewal Proposal
- 8. Other Business

NEXT MEETING DATE - Thursday, October 20, 2022 at 8:30 a.m.

Marketing and Advertising Committee Meeting Minutes 151 Martin Street, Conference Room 202 & 203 August 18, 2022

The meeting was called to order at 8:35 a.m.

In Attendance: A. Pohlod (Chairperson), S. Eid, Z. Kay, C. Fenner, J. Ecker, E. Bassett

Absent: J. Lundberg

Approval of Minutes: Bassett corrected a typographical error to the minutes. Motion by Kay, seconded by Eid to approve the minutes dated July 20, 2022 and August 11, 2022.

Public Comment:

Fehan asked if the *Birmingham's Big Night Out* event was happening and if the BSD plans to be involved. The Committee advised they will make a recommendation to the Board at the September Board meeting. Ecker advised there are sufficient funds in the budget to support the contribution of Birmingham Bucks.

Social Media and Web Report:

The Committee reviewed the report. Bassett reported she is currently investigating options for third party social media and web analytics reporting and consulting. Pohlod requested a year over year comparison be added to the September report.

Holiday Gift Guide and Fashion Discussion:

The Committee reviewed the revised proposal from SEEN Media. After a cost-benefit discussion, the Committee requested Bassett request SEEN Media revise the proposal to only include a 16-pg insert, digital guide and additional targeted distribution. The Committee is targeting a November launch. The Committee discussed reducing print costs overall to accommodate for more digital content including the potential development of an app in the future. Kay mentioned the BSD archives are lacking winter fashion images and requested the coordination of a winter photoshoot to be used in future general promotionals. The Committee discussed using current BSD social media photographer to create a series of short social media videos throughout the year to promote various aspects of the district. Bassett to request a quote for these projects.

Logo and Color Palette Discussion:

The Committee reviewed logo options, selecting logo Version 2 and Version 4B to recommend as the new BSD logo (replacing the existing BSD logo). The Committee selected Pantones 648, 5473, 2460, 032, 12% Screen of Black and 50% Screen of Black to recommend as the final print branding colors. If the new logo is approved by the Board, staff will begin the implementation process, phasing in the new logo as current supplies diminish. Kay mentioned revising the Spa, Dining and Retail guides with the new logo and newly opened businesses to distribute before the holiday season.

NEXT MEETING: Thursday, September 15 at 8:30 a.m.

September Advertising and Marketing Report

Top FACEBOOK Posts

Current Month

11.945

7.036

1,155

FACEBOOK

Page Followers

Engagement

Reach

Date Range: 8/16/2022 – 9/14/2022 INSTAGRAM 2021 Month +/- Curry

+8.2%

+51.1%

11.033

4.655

	Boost pos	st		
	Join us today, Sunday, Septem September 11, 2022 at 7:00 AM ID: 17991139486531307	nber 11 from 9:00		
	Interactions			
A STATE OF THE STA		ts		
P		Boost pe	ost	×
		or the Birmingham C 2022 at 9:00 AM	ruise Event tomorro	w, Satu.
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Previous Month

11.788

48.688

3,021

+/-

+1.3%

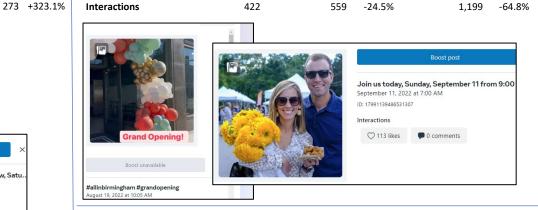
-85.5%

-61.8%

HIGHLIGHTS:

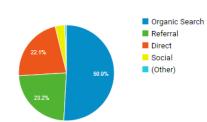
- August September social media focus: General shopping and dining, events including Movie Night, Cruise and Farmers Market and Bucks promo
- Month over month, reach was down on both Facebook and Instagram due to Day on the Town ad campaigns ending. Year over Year, reach was up 51.1% on Facebook and down 13.3% on Instagram. New followers were up 8.2% on Facebook and 14.1% on Instagram.
- September October social media focus: Finalize remaining South Old Woodward business profiles and progress highlights, general shopping and dining, events including Art Walk and Holiday preview and the fall Bucks promotion
- Website: Month over month metrics were down due to reduced traffic after the completion of Day on the Town and Cruise. Year over year users and view were up 35.4% and 23.5%, respectively.





Website Performance Metrics +/-+/-**Current Month Previous Month** 2021 Month 8,408 -27.9% +35.4% Users 11,671 5,421 16,976 24,947 -31.9% 12,974 +23.5% Page Views **Bounce Rate** 63.85% 59.63% 48.61% Avg. Duration 1:14min. 1:40 min. 1:40 min. **Partner Referrals** 422 477 -11.5% 436 -3.2%

Traffic Pageviews Page % Pageviews 19.12% 1. / home 3,245 2. /visitors/cruiseevent 3,022 17.80% 2,003 11.80% 3. /visitors/farmers-market 7.75% 4. /calendar 1,316 5.44% 5. /shops?cat=all 500 2.95% 6. /parking-lots?cat=all



Top Channels

Top INSTAGRAM Posts