



Milford 2021 Report

2021

Milford
<https://www.meetmeinemilford.com/>

Table of Contents

2021 Overview	3
Social Media	4
Email Marketing	6
Winter	7
Spring	9
Summer	11
Fall	12

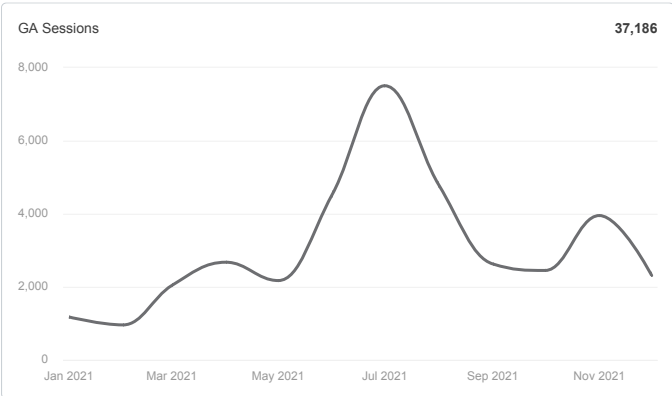
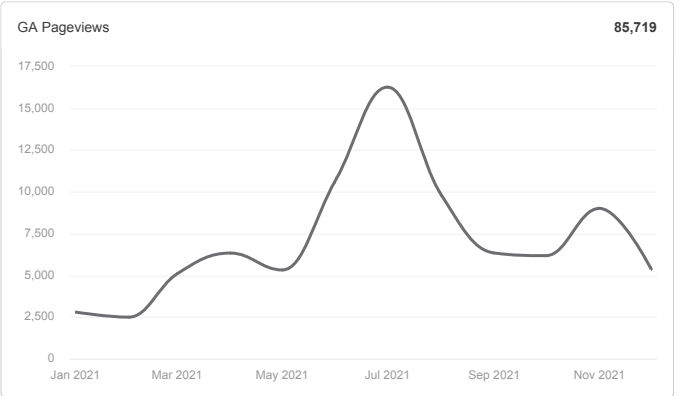
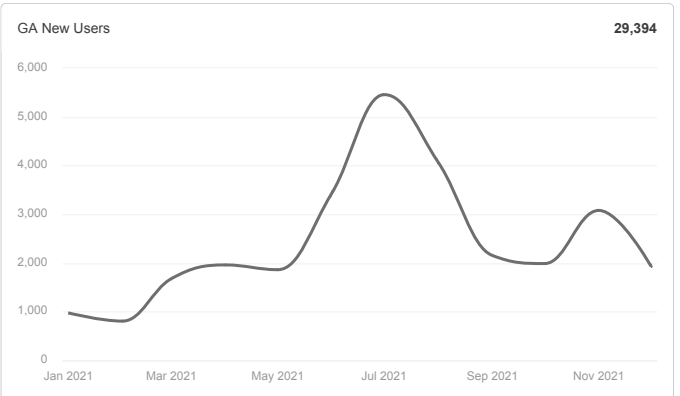
2021 Overview

Based on our experiences and learnings in 2020, in 2021 Franco focused our efforts on providing Downtown Milford's audiences the content, updates and information they care about most. This included a continued emphasis on cross-sharing posts and content from downtown Milford merchants, capturing engaging and visually captivating photography and promoting the safe return of beloved annual events.

After helping support the meetmeinmilford.com website update in late 2020, Franco continued focusing on driving traffic to the website to learn more information on annual programming in downtown Milford.

Knowing website audiences have historically viewed event pages the most frequently, Franco looked for opportunities to promote the website when audiences would begin looking for information on spring events downtown as well as the summer concert series.

In addition to promoting dining and shopping downtown, we worked to help communicate updates surrounding Main Street beautification efforts including the Center Street Park updates. This included a dedicated newsletter unveiling the park plans as well updates throughout the process until construction was completed in November.



GA Session Duration 00:31:19	GA Bounce Rate 57%	GA Pages/Session 2.31
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2022 Recommendations

- In 2022, Franco recommends continuing this emphasis on timely news and updates in combination with more original content and planned campaigns featuring the faces behind downtown Milford's business community.
 - This includes the creation of more long-form content such as business features and development stories on the website and leveraging the newsletter, social media and traditional earned media to drive traffic to the site.
- Continue to focus on capturing high quality photography in 2022 and incorporate more video content into our integrated communications efforts by using at least one quarterly photography session to capture video.
- Continue to target downtown business owners to submit information more regularly to the online form, as this content was cornerstone to our content strategy in 2021.
- Continue to leverage Instagram Stories heavily by cross sharing content from downtown merchants and visitors as well as publishing original content on a more regular basis.

Social Media

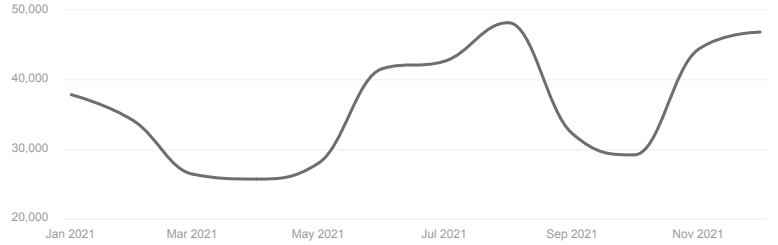
Facebook

Facebook Total Likes

10,665

Facebook Total Reach

437 K

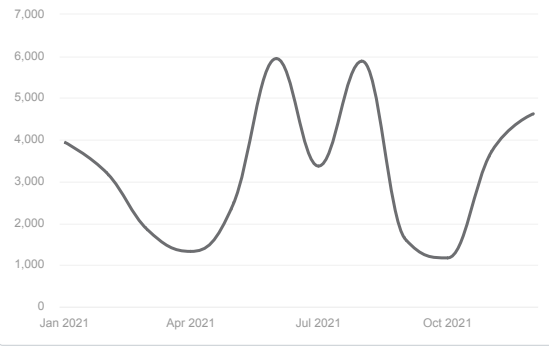


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CITY	TOTAL LIKES	TOTAL REACH	ENGAGEMENTS
Milford, MI	1,919	121,189	1,061
Highland, MI	994	43,940	282
Commerce, MI	756	38,656	245
White Lake, MI	531	22,730	177
Waterford Township, MI	249	7,968	56
Highland, MI	245	10,462	60


Facebook Post Engagement

39,042



Top Performing Posts by Engagement

DATE	POST	REACH	POST ACTIVITY UNIQUE	SHARES
No data matching the selected criteria.				


 Data Unavailable

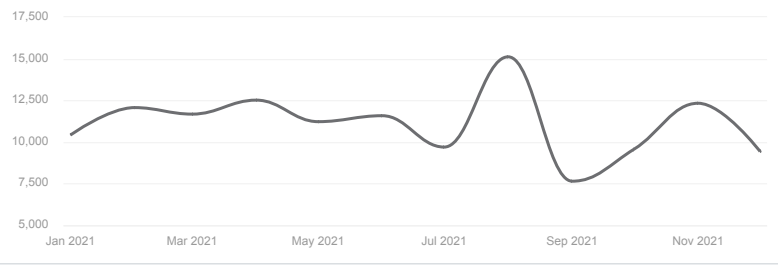
Instagram

Instagram Followers

2,686

Instagram Reach

133 K

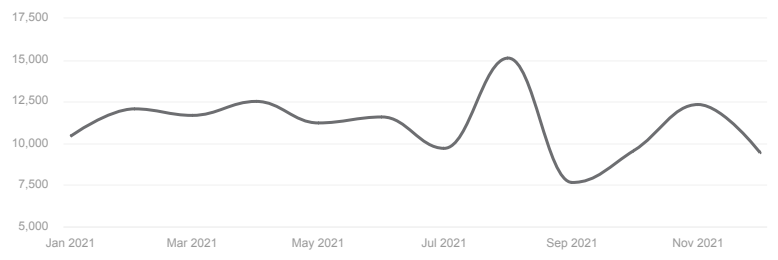







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CITY	FOLLOWERS
Milford, Michigan	721
Highland, Michigan	270
Commerce, Michigan	252
White Lake, Michigan	119

Instagram Reach

133 K



Top Performing Posts by Engagement			
DATE	POST	REACH	ENGAGEMENT
Feb 16, 2021	 <p>The snow shines new beauty on our town. ❄️📸: @john_pampreen</p>	1,591	230
Aug 23, 2021	 <p>If you haven't heard, Main Street and Center Street are getting a facelift. You can expect new planter beds, trees, tables and chairs, and a fireplace in Center Street Park by Thanksgiving! 🥰</p>	1,612	197
Aug 22, 2021	 <p>Find joy in the little things. 🌈 Thank you, @cindyb11111, for capturing this!</p>	1,480	195
Jan 7, 2021	 <p>Did you know there's an outdoor dining patio at @TheBarMilford? Open noon to 8, order to-go or enjoy your meal and cocktails on the heated patio! 🍷</p>	1,588	189
Mar 22, 2021	 <p>Spring is here, and we are ready to celebrate! Here are some ways to welcome spring in Milford: 🌸 Soak up the sun in Center Street Park 🌞 Freshen up your spring wardrobe with help from Milford's Boutiques 🛍️ Take a stroll down Main Street 🚶 Round up the pups and head to the Milford Dog Park 🐕 Enjoy a delicious meal on a patio downtown</p>	1,301	182

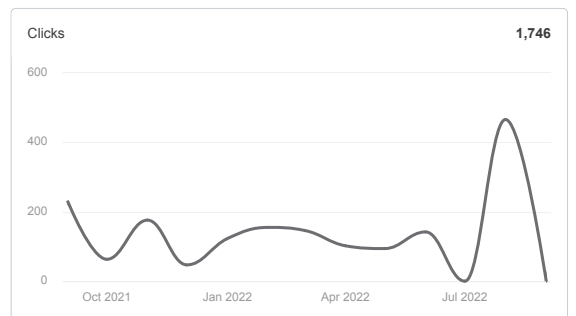
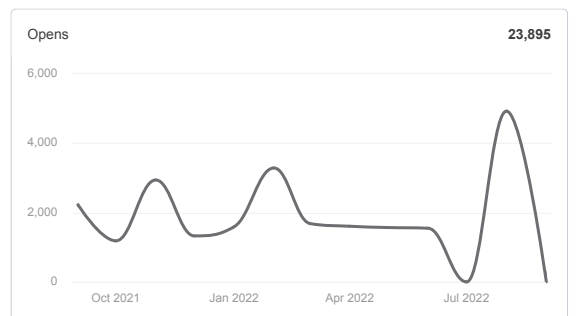
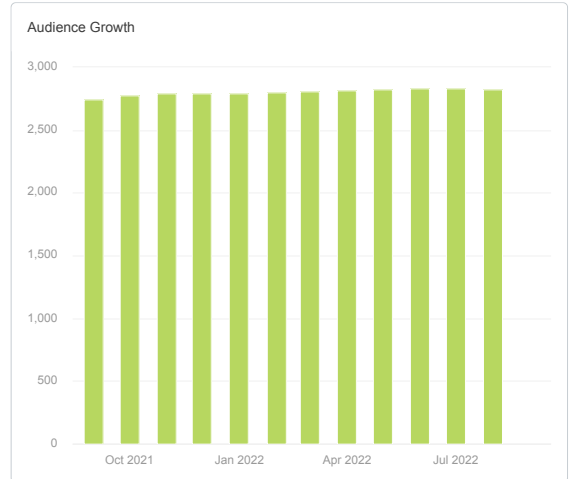
ANALYSIS

- While in 2020, Downtown Milford's Facebook and Instagram pages saw a massive spike in followers thanks to programming like the virtual ladies night in, both Facebook and Instagram continued to see healthy growth in 2021.
 - While Facebook's growth was offset slightly by a dip in page likes through Q2, this decrease is likely attributed to platform and policy changes as the trend tapered off by Q3 and new followers continued to grow throughout the year.
- Knowing the growing size of Downtown Milford's social media presence, we continued to leverage the channels as a key way of disseminating updates on DDA projects such as the Main Street revitalization efforts, generating numerous engagements and shares.
- As restaurants reopened to full capacity, Franco put additional emphasis on dining downtown in a variety of capacities including promoting dining igloos, patios and other outdoor dining options.
- Original photography and visually appealing user-generated content (UGC) performed well on both Facebook and Instagram, growing as signature quality on both platforms. In an effort to continue engaging the community directly, Franco focused heavily on sharing UGC throughout 2021, generating some of the top performing posts of the year.
- Posts featuring "insider info" or tips on how to spend your time downtown performed especially well in 2021, as more and more audiences began to venture out. Franco will continue to look for new ways to create this sort of original content in 2022.

Email Marketing

Subscribers	Open Rate	Click Rate	Campaigns	Unsubscribes	Average Subscribe Rate
2,826	49.46%	5.67%	77	233	67%

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- Newsletter subscribers continued to grow at a consistent and healthy pace throughout 2021. Growth began to slow slightly as compared to previous years however, this could likely be due to some market saturation. While growth slight slowed, newsletters had consistently strong open rates and the ongoing addition of new subscribers demonstrates continued audience interest in the newsletter.
- Similar to 2020, in 2021 we heavily leveraged the newsletter to communicate major updates related to COVID-19 as well as news and information related to projects downtown like the Main Street revitalization efforts.
 - These updates contributed to spikes in our open and click rates, such as the March 2021 spike related to a special edition communication about dining room capacity restrictions being lifted.
 - This March spike also correlated with our March email newsletter which featured curated ways to welcome spring outdoors in downtown Milford. In 2022, Franco will seek out additional opportunities to create timely and bite-sized original content pieces that can easily be shared on social media and the newsletter.
- Overall number of clicks began to diminish slightly in the middle part of the year, largely due to the number of links offered in the newsletters. With merchant participation continuing to be critical in the collection and curation of newsletter and social media content, Franco will continue to look for new ways to engage the downtown Milford merchants community to showcase their stories.

Winter

January - March 2021

- Early 2021 was all about continuing to support Milford's merchants navigate our new world. Communications encouraged eating outside in igloos and greenhouses, carrying out from downtown restaurants and shopping online.
- Later into the quarter, our team worked to help merchants and restaurants "get back to normal" as vaccines began rolling out and people started to venture back out as COVID case rates lowered.
- When the State of Michigan announced restaurants could again operate at 50% capacity, Downtown Milford distributed a special edition newsletter to share the news with Milford's audience and encourage the ongoing support of Milford's restaurants.
- The new year brought a new restaurant to Main Street, and the Franco team helped Novella's Pizza join the Milford community. We announced the restaurant's opening in our monthly newsletter and throughout social media channels.
- In February, communication encouraged dining and shopping local to celebrate Valentine's Day.
- On March 8, in celebration of International Women's Day, we featured Milford's incredible female merchants on social media and acknowledge all they do to make Milford an incredible place to live, work and play. The post was the highest performing of the month, reinforcing how much the Milford audience loves to see the faces behind the businesses they know and love.

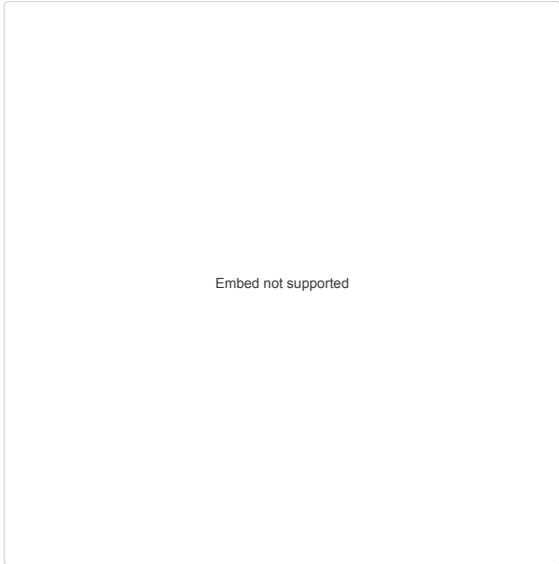
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Spring

April - June 2021

- Right before April, Franco worked to build excitement for spring in Milford by distributing a spring focused newsletter highlighting 5 ways to celebrate the season downtown. We encouraged our audiences to freshen up their spring wardrobes at Milford's finest boutiques, catch some rays in Center Street Park, enjoy a meal on a downtown patio and lots more!
- With the arrival of spring also came the year's first Ladies Night Out on April, 29. Franco promoted the bi-annual event through social media content on all platforms and in our monthly email newsletter. As COVID numbers hadn't quiet fallen by this time, our approach to promoting the event was cautious and messaging was clear that masks we're required for all attending.
- In May, the team worked with Isaac Perry to promote the grand opening of the Milford Independent Cinema. In addition to regularly promoting the opening on social media and in our newsletter, Franco also contacted local media to share the news that the renovated theater was reopening. Ultimately through our media outreach we garnered coverage from The Oakland Press, Hometown Life, The Spinal Column and The Daily Tribune.
- June brought more exciting news as it was announced that Center Street Park would be receiving a makeover! Again, our team took a cautious approach in announcing this news to our audience. Milford is a village rooted in tradition and history, and it was important for the announcement to generate excitement rather than hesitation or fear of change.
- The summer of 2021 brought back many annual events the Milford community had missed in 2020. We regularly promoted summer events including Friday Night Live and the Summer Concert Series.



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Summer

July - September 2021

- In July, Franco helped promote Sidewalk Sales! Our team drafted and distributed a special edition newsletter highlighting the event and all the things shoppers can expect. We also shared the event multiple times on our social media channels to garner interest and attendees.
- This summer, SEEN Magazine contacted downtown Milford with interest in featuring the village in SEEN's City Guide feature. The Franco team coordinated with SEEN and provided the magazine some of our best photography to be included in the feature. When the magazine came out, we shared the piece on our social channels and encouraged people to explore the town.
- The summer of 2021 also brought the return of one of Milford's favorite events, Milford Memories. As the festival was cancelled the previous year, our content celebrated the event's return to Milford. We shared details of the event on social media and our newsletter. In addition to promoting attending the event, our team shared important details on what attendees can look forward to and shared calls for event volunteers.
- Towards the end of the season, our team began preparing for the promotion of the Fall Ladies Night Out event in early October.

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Fall

October - December 2021

- October through December brings some of the most exciting events and favorite activities to Milford's merchants and residents.
- In the beginning of October, our team worked to draw excitement around the fall Ladies Night Out Event. Franco worked with the Milford Business Association to confirm details of the event. We then strategized content surrounding the event and distributed a special edition newsletter, created a Facebook event and shared the Facebook event and accompanying content on social media channels.
- When November rolled around, our team was deep in holiday planning. We held a meeting with Ann Barnette to confirm details of all the upcoming holiday programming in Milford.
- We drafted and distributed a special edition newsletter highlighting all the holiday events happening downtown in November and December.
- Throughout the holiday season, our social media messaging heavily emphasized shopping local for holiday gifts, attending downtown holiday events and celebrating the holiday season in Milford.
- In December, our team visited Milford to capture photography during the annual Christmas Open House.



Fall Ladies Night Out

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People Reached
23,048

Responses
696

Embed not supported

Embed not supported



Open Rate

44.8%

Clicks

64

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Holiday Events

During the holiday season Franco helped support the promotion of Milford's holiday events. Franco created Facebook events for all of the 2021 holiday programing including:

- The Big Reveal
- The Christmas Open House
- Small Business Saturday
- The Holiday Pop-Up Market
- The Christmas Parade.

The metrics below highlight the total reach of all holiday Facebook events :

Reach

15,870

Responses

859

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