TERRITORIAL BRANDING: THE CASE OF WECASABLANCA

An Analysis of the Impact of Digital Marketing on Territorial Attractiveness

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Context

- In an increasingly globalized world, cities compete for attention and investment.
- Territorial branding is essential for enhancing a city's image and attracting visitors and investors.

Objective of the Study

- To analyze how the Wecasablanca brand leverages digital marketing strategies to improve its image and attractiveness at both national and international levels.

What is Wecasablanca ?



Definition

Wecasablanca is the first territorial brand in Africa, launched on October 24, 2016.



Mission

To position Casablanca as a leading destination for residents, tourists, and investors by showcasing its unique



Vision

To foster a strong sense of identity and pride among Casablancans, making the city a vibrant and

Methodology

Approach

A mixed-methods approach combining qualitative and quantitative research.

Targets

- Residents : Understanding local perceptions and satisfaction.
- Tourists : Gauging the attractiveness of Casablanca as a travel destination.
- Investors: Identifying opportunities for economic engagement.

Tools

- Surveys distributed to various stakeholders.
- In-depth interviews with key informants.
- Analysis of social media presence and engagement metrics.



Key Findings

IMPACT OF DIGITAL MARKETING

- Increased Brand Visibility: The brand's presence on social media platforms has significantly raised awareness.
- Improved City Image: Positive perceptions of Casablanca have grown, particularly among tourists and residents.
- Enhanced Stakeholder Engagement: Active participation from local businesses and citizens in promoting the brand.

Digital Marketing Strategies



Use of Social Media

- Platforms : Active engagement on Facebook, Instagram, Twitter, and a dedicated website.
- Campaigns : Targeted advertising and promotional campaigns to reach specific demographics.



Content Creation

- Types of Content : Engaging blog posts, high-quality promotional videos, and authentic testimonials from residents and visitors.
- Goals : To highlight the cultural, economic, and social assets of Casablanca.

Digital Marketing Strategies

Partnerships



- Collaborations with local influencers, businesses, and tourism operators to amplify the brand message.
- Joint initiatives to promote events and activities that showcase the city.

Stakeholder Perspectives



Residents

- Feedback: Many residents express a renewed sense of pride and attachment to their city.
- Engagement: Opportunities for residents to participate in branding initiatives and



Tourists

- Attraction Factors: Tourists are drawn to Casablanca's rich culture, history, and vibrant lifestyle.
- Satisfaction: Positive experiences lead to recommendations and repeat visits.



Investors

- Opportunities: The brand has attracted interest from investors looking for business opportunities in a growing metropolitan area.
- Economic Development: Increased investment leads to job creation and infrastructure

Conclusion



Summary of Findings

Wecasablanca effectively utilizes digital marketing to enhance its territorial brand, leading to improved perceptions and increased engagement.

Conclusion

Recommendations

- Continued Investment : Maintain and expand digital marketing efforts to reach broader audiences.
- Community Engagement : Foster deeper connections with residents and stakeholders to strengthen brand loyalty and identity.
- Monitoring and Evaluation : Regularly assess the effectiveness of marketing strategies and adapt based on feedback and changing trends.




THANK YOU