

3rd World Conference on Management, Business, and Finance

09 – 11 May 2025

London, United Kingdom

Impact of Online Visibility Strategies on Territorial Attractiveness: A Comparative Analysis Before and After Digital Activation

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ABSTRACT

The aim of this research is to question the relevance of establishing a territorial brand and its ability to fulfill its promises in terms of optimizing territorial actions intended for residents, tourists, and investors, as well as its capacity to unite stakeholders and bring them together around a single mission: to make the territory shine at both national and international levels, thanks to digital tools.

Indeed, digital marketing is now essential for the existence of Generation Z and Alpha¹. According to Amidou (2014), since the emergence of digital marketing, internet users who were already consumers have become journalists, videographers, photographers, and share their experiences until they develop expertise.

Digital has today become the preferred means for marketers to establish a direct relationship with the target; in our case, this is the core target of territorial marketing, namely: the resident. We deemed the territory of Casablanca/Morocco suitable for research for three main reasons; the first is that we are close to the issue since we collaborate with the local development company "Casablanca Events & Animation," which is the leader of the territorial brand "WeCasablanca." The second is that the brand is the first territorial brand launched in Africa in 2016, and the third is that the brand has gained notoriety and reputation thanks to digital channels. We have chosen a multi-target system incorporating the three targets of territorial

¹ A strong idea developed by Daniel Cohen (2012) in his book "Homo Economicus: Prophète égaré des temps nouveaux" Broché, dans un chapitre intitulé « Hominuméricus »

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marketing (residents, tourists, and investors) and a methodological mix combining two approaches conducted simultaneously; a qualitative approach for an in-depth investigation, and a quantitative approach for a measured diagnosis.

The main results highlight that Casablanca is a city appreciated by its residents and tourists but with a contrasting image, and that the Wecasablanca brand has evolved in terms of notoriety and brand image thanks to digital marketing, also showing great positive and unifying prospects for stakeholders that need to be continued to be built upon.

Keywords: Territorial marketing, digital marketing, territorial attractiveness.