

Digital marketing campaigns to promote the City Branding

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Abstract: Present research is aimed at improving digital marketing strategies for a region are developed through the promotion of the City Brand. The study carried out focused on the city of Agra, but in the same way it can be extrapolated and will serve as a guide for future researchers. Emerging competitiveness between tourist destinations has highlighted the need to emphasize strategies of digital marketing. A social gain is accessed via a mobile or tablet tourist office. It takes several years to achieve a successful creation of City Branding and all those associated with the city: governments, agencies, ordinary citizens, and ordinary citizens. The expense of promoting the City is also minimized by eliminating posters and other advertising elements. The study focused on Agra but can be applied to other cities as well.

Key Word: Digital Marketing, City Branding, Competitiveness, promotion, ICT, Tourism.

I. INTRODUCTION:

Digital marketing strategies for a region are developed through the promotion of the City Brand, which includes a Marketing Manual or Guide and the creation of a smart phone and web portal digital framework. The use of Information and Communication Technologies (ICT) has become widespread within the field of tourism, becoming a fundamental tool and an ally for the conquest of tourists for the different destinations that are promoted through mobile applications and of web portals or website.

Increasingly, tourism entities or companies are turning to ICT, in particular the Internet, as a means to promote their tourism products and services. New technologies have changed the concept of people's lives in terms of consulting the price and speed of information of the different tourist services, which forces cities to sell themselves as a product.

Branding city can be described as a city marketing change. Researchers increasingly concentrate on the management of a city brand with the goal of attracting residents, tourists and investors according to established literature. Papadopoulos, Nicolas, and Louise Heslop [7] stated that Place branding or city branding refers to the "creation of brands for geographic locations, typically to create positive associations and differentiate the position of others." It was previously known as 'location marketing.' After the beginning of the 1990s, the term 'city branding' was used for such and has been in common currency after 2000. The processes involved in improving a city's reputation for a variety of reasons are nothing new [13]. However the city branding strategy should be handled in a comprehensive and punctilious context in order to optimise the effect of the city's logo within a city branding phase, to achieve effective and sustainable city brand results [4]. City branding application is dependent on the construction, communication and management of the city's image [5]. The most appropriate concept to understand

marketing applicability within cities is the recently developed concept of corporate branding. City branding provides, on the one hand, the basis for developing policy to pursue economic development. It serves as a conduit for city residents to identify with their city.

Michalis Kavaratzis [5], states that since the end of the 20th century, there has been a fundamental change in cities driven by socioeconomic changes, the globalization of the economy and the need to diversify the economic base, seeking new opportunities in the sector of services, which places cities in a competitive environment. Nicole Porter [9] stated in his studies that "cities need a competitive thinking and program for equity to become a reality among citizens. The most developed countries should focus on competing in intangibles, these are: brand, quality, design, technology, after-sales service, innovative capacity and excellence in management.

Thinking about innovative capability, this concept takes on a special significance in the current era, admitting that for many organizations it becomes a differential element of competitiveness [9]. It is very important to know in detail the relationship that exists between government, innovation and technologies, if the basis on which competitiveness should be understood as the capacity of an entity, public or private, is taken as a starting point. Lucrative or not, to achieve and retain comparative advantages that make it easier to achieve, maintain and improve an express position in the socioeconomic context. Currently, this in a scenario that denotes an urban environment with a gradual demand for efficiency, sustainable development, quality of life and efficient management of resources; Public administrations must propose a revolution in city management prototypes. In this regard, the use of ICT is necessary.

For this reason, today the tourism industry is not alien to the world of ICT; When the World Wide Web appeared, the use of the Internet was limited to consulting the news, checking e-mail and a one-off purchase of products and services. Later,

the network became popular and this led to the appearance of new tools for the preparation and dissemination of content in a simple way. Utilities and services based on a database which users can change either in their content or in their presentation. As the Internet continued to advance, the tourist began to adopt the role of content producer and began to upload photos, videos and travel comments –on Facebook, Instagram, Twitter, You Tube–, even making recommendations of the sites or places that visit and the service you receive. The Internet can be considered the perfect tool to eliminate distances, by allowing the information contained in the network to be shared by anyone in any part of the world, through existing computational tools, such as: web pages, mobile applications, forums, social networks, email, etc. It can be said that more than a technology, it is an indispensable means of communication without borders if tourism is carried out: pleasure, business, studies, scientific, work, culture, religious, gastronomic, health, etc.

II. THEORETICAL AND CONCEPTUAL FRAMEWORK

In this age of knowledge, the principles of competitive advantages will gradually depend on the innovation supported by it. It is important to know that there is no other option to prosper other than to make learning and the generation of ideas the most relevant factor, oriented towards technological and scientific innovation, through research and development. The above requires a solid technological and scientific base. The guru of the economy, Joseph Alois Schumpeter, was the one who first highlighted the relevance of technological phenomena in economic growth [1], this would improve with the promotion of tourism as one of the engines of development.

2.1 Digital marketing

Marketing is embedded in the corporate plan until it is an inseparable part of their DNA as market-competitive companies give their consumers value. All organisations and businesses, big, medium or small, have been extended to their marketing purpose. Almost everyone "does marketing," but often they do not know it or do it in a simplistic or unconscious way.

The business rules for companies change quickly and "internet changes all" [12]. It is important to remember that it is not only about technology, but also shifts in customer attitude and behaviour, driven by the use of new technologies. Similarly, the digital world is expanding across society and creating new lifestyles and consumer habits. The real and the virtual, the physical and the digital, coexist and combine in a contemporary culture, establishing a new reality: "The virtual is real and the real is virtual as well." This leads to the greatest shift in this new age, which is that you can interact anywhere. The 'internet marketing' evolves and unstopably grows in this new world.

The countless recent ideas, terminology and instruments implemented in the language of digital marketing illustrate the fact that marketing was not what it was: organic placement,

search engine optimization (SEO), keywords, inbound, social networks, inbound, search engine or SEM marketing, ad words, display advertising, Facebook ads, etc. The list is endless, and these are only a few new words, but the inventory continues to expand and cause fear and turmoil in the face of a recent situation that only experts seem to be lacking or understood.

2.2 Why should a digital marketing approach be used?

Today, organisations, from an ICT-based business to multinational firms, have significant opportunities in the digital media. All should use digital tools to this end [3]. It is worth noting that a digital strategy requires time and resources; feedback and concrete steps are given on how the resources and strategies can be used to achieve the company's vision and objectives. There are also several explanations why this form of technique should be used:

- a) Using a digital strategy makes data both for consumers and rivals turned into business intelligence and it is clear that information is required to succeed on the business
- b) The digital strategies help the company to develop its customer experience and to see how it communicates with the brand.
- c) Customers are constantly educated and knowledgeable about the use of digital media and the ICT market is rising steadily.
- d) Not only has a digital product, you still need to know how to position it to sell.

III. COUNTRY BRAND

The experience and the results which the application of the brand concept had in different countries, cities and regions of the world, for which the following conceptual tour is convenient to take in matters related to this subject, are of particular importance. The country-brand represents a holistic view of a nation, which is strengthened by the investment in communications between country of origin and the rest of the world. Constructors are businesses and are the leading brands and sources for society.

The term Country Brand is the result of the need to establish their own identity for foreign markets for business sectors and governments. A specific country 's positioning policy is part of the goal of capitalising on the origin in global markets of goods, businesses and people (Herstein, R. (2012). He continued by saying: « while the picture for a country consists of the view that the countries have as direct, indirect, actual and potential consumers; and it is equal to the entirety of the elements that make up the country plus the elements that are created to communicate its characteristics. Even if they share similar elements, all countries are different.

Country Brand is effective in making territorial marketing noticeable, combining goods, organisations and photos portrayed by a nation [8]. This represents an identity that is at the heart of the life of the company / product and incorporates all the aims and priorities from start to finish and attempts to

establish its own image to place its brand in the market and strengthen its prestige and popularity on the basis of its own unmistakable features.

The brand definition is an important instrument for promoting countries, cities and regions in a day-to-day environment in which various sites compete as destinations for tourists, investments and buyers of their goods and services. Framed in this dynamic setting, almost every location on the planet seeks to develop its own culture, attractions and exports.

3.1 Experiences of country brand

The real rivalry has always included various countries and regions: Chile and its wines, France and its cheeses, Switzerland and its watches, Italy and its pasta, Australia, and tourism, etc. However, a study has been observed in recent years which states that the characteristics of the country of origin are responded differently by consumers in several countries and these responses may vary over time. Some cases are here. FutureBrand is a leading country brand research firm. Since 2005, he has been responsible for calculating the Country Brand Index. In its organisation, Country Brand stands for the following variables: attractions, geographical

location, infrastructures, credibility, etc., i.e. it helps countries to be at the most competitive points.

The Asian Brand Report evaluates the strength of the country brands in the region of 18 countries; it is focused upon quantitative studies on "business or pleasure" external to Asia and information provided by opinion formatters and frequent travelers. The Country Brand Index analyses countries' expectations and interactions in the same way as the perception for consumer products and business products is calculated in this global analysis.

As regards Asia, the importance of operating on a Country Brand is increased in decision-making and deliberate behaviour. The discipline is professionalised, the debate on this topic is on the renewal of strategies and identities for the country's brands in the region has evolved, with the proliferation of trademark initiatives related to the Country Brand, tourism and sector brands and designations of origin. Nation Brand Research Asia 2015, the Future Brand Analysis analyses attributes, for example, made in – country of origin –, tourism, heritage and community, quality of life, market abilities and value system (Table 1).

Table 1 Top 10 Asian Country Brand

Sl No	Country	FCIRanking 2015	FCIRanking 2014
1	Japan	1	1
2	New Zealand	11	11
3	Australia	15	8
4	Singapore	18	14
5	South Korea	20	20
6	Hong Kong, China	24	-
7	China	29	28
8	Thailand	39	38
9	India	41	50
10	Malaysia	45	48

Source Future Brand Report 2015

Whereas the brand finance stated the country brands report based on their financial value creation and strength. The study explains the process, including how the scoring system operates. The Brand Finance calculation uses three criteria to measure the BSI score:

- Goods & Services: Covers issues such as tourism transparency, market size and company rules

- Society: Contains such variables as life quality, inequality and cultural images
- Investment: Covers elements such as talent acquisition, technical use, research and growth, taxes and regulation.

Then, the BSI score is used to measure a potential royalty rate, and estimated revenue to eventually extract a brand. This measure creates a country's "brand worth." (Table 2).

Table 2. Ranking of top 10 countries brand

Rank	Country	Nation Brand Value	Change vs 2014
1	United States	\$27.8T	0.072
2	China	\$19.5T	0.405
3	Germany	\$4.9T	-0.057
4	Japan	\$4.5T	0.26
5	United Kingdom	\$3.9T	0.027
6	France	\$3.1T	-0.04
7	India	\$2.6T	0.187
8	Canada	\$2.2T	-0.018
9	South Korea	\$2.1T	0.067
10	Italy	\$2.1T	-0.047

Source: Brand Finance Report 2015

The first is that the city has a shape, contents and meaning in the minds of its inhabitants. The second is the concept of people who know and understand the city with their own experiences and interpret it with the picture it provides. "This is the same process, followed by the processing, development and long-time success of images of products, services and businesses as stated by [3]." Introducing Marketing in cities leads to conceptual change and to metropolises, tourists and their visitors being noticed. According to [3], "when the city is engaged in an exchange mechanism that leads to trade between the town's facilities, attractions and its various target audiences – residents, investors, companies or visitors," this idea implies a change of direction and a new management philosophy. In exchange, a close relationship of satisfaction is formed in which the citizen is the most significant customer.

As any product or consumer product, the differentiating elements and rivalry are the characteristics of the region. The brand logo and the trademark are one of the most significant qualities. This immaterial asset cannot be arbitrarily handled but must follow a full strategic marketing strategy and communications strategies are necessary. "A strategic marketing strategy must take account of the meaning, amongst the various audiences it is targeted at, of a solid, distinct, identifiable, coherent image and particularly the creator of a favourable opinion" (Saez, 2010).

It is mainly due to the promotion of the city as "a tourist destination, a business hub and residence that motivate the construction of a City Brand. But it's not just the visual identity to create a city brand "[2]. Slogans like "Bangalore" are usually seen as "Silicon Valley," "Jaipur," "Pink City," "Gurgaon," "Millennium City" and many others within the "Incredible India." The key idea behind city branding is to offer city views that vary from place to location.

City brands are increasingly regarded as a significant asset for urban growth and as the powerful mechanism through which they identify and strengthen their positioning. Cities around the world use different routes, including impactful statistics and informative phrases that are used in state and national websites and promotions on the welcoming of webpages and advertising media, to market themselves to specific audiences such as investors, tourists and residents.

3.2 Use of ICT in tourism

In the tourist sector, IT and telecommunications will serve as an option, enhancing and modernising the conventional model and integrating new products. In disseminating tourist heritage, enhancing its promotion and marketing, elements that are crucial to added value, and according to Bramwell, Bill, and Liz Rawding [14], "it helps the tourist business, like every other person, by interacting with your surroundings and giving you the immediate benefits of optimising necessary functions."

3.3 Mobile market in Asia

Different studies indicate the fragmentation of the digital market in Asia, which implies the need for brands to be present on different platforms, especially smartphones and tablets that have displaced laptops and notebooks. These markets are registering an exponential increase, in the same way as the advertising tools available to companies in that online world. In the field of mobile advertising, opportunities also continue to grow and this segment is currently expected to grow much more than any other, especially considering that Asia is densely populated by young people between 15 and 34 years old, representing this group more than 50% of all digital users in Asia. Brands and advertising agencies face the challenge of understanding the digital world, keeping up with all the advances in technology and understanding how people's consumption impacts on paradigm shifts.

IV. METHODOLOGICAL FRAMEWORK

The methodological design of the present investigation is supported by a qualitative approach. [11]. This is chosen in pursuit of the participants' viewpoint on the phenomena around them, the profound perception of them, perceptions, views and meanings – that is, how participants subjectively interpret their existence, as the subject matter of the study needs comprehensive knowledge on the subject of subjectivity, when they visit the city of Taj (Agra). Six elements are essential to pose a qualitative problem: research objectives, research questions, justification, feasibility, evaluation of deficiencies in the knowledge of the problem and initial definition of the environment or context.

The research took advantage of the use of the Internet in tourists by connecting through smartphones, to find out if the city of Valledupar would be promoted as a brand through a mobile application and web portal. Therefore, an important primary source of information was provided by tourists, in addition to the offices that promote tourism in said city and by service providers such as hotels, restaurants, etc. To obtain basic information about the tourist sites in the area that is the object of this study, a tour of it was carried out. The visit was carried out with structured and semi-structured interviews with tourists and business owners; in addition, it was combined with the participant observation technique, which implies taking into account the existence of the observer, his subjectivity and reciprocity in the act of observing. The emphasis, right now, is on difference; Subjects from different environments or social strata are also capable of having sensations, expressing feelings, formulating logical arguments and communicating. There are differences between groups, between cultures, diversity of stories, and there is also an interest in the search for meaning, which is presented in the subjective and affective experiences of people. The understanding of the complexity of the phenomena predominates, in a hermeneutical approach and not its causal explanation [11].

4.1 Activities

The activities carried out in the execution of this project are described below

1. **Construction of an information repository.** The purpose of this activity was to obtain information from the main available data sources, such as Google Scholar, Scopus, IEEE, UOC and to retrieve articles of interest for the development of the project.
2. **Elaboration of the theoretical framework and the state of the art.** The development of the theoretical framework made it possible to outline a clear vision of the projects, which in terms of city branding, have been developed at a national and international level. The techniques, methodologies and strategies used by the territories that have managed to specify successful cases on the subject were analyzed.
3. **Definition of the business context.** The Canvas business model made it possible to identify the participating actors and the relationships between them.
4. **Design of the software developed.** First, field validations are carried out, with interviews; the mockups and wireframes are made, as well as the designs of the mobile phone applications and the website.
5. **Software development.** In this development stage and using iterative and incremental SCRUM methods, the codes of the main components and artifacts of the applications established in the design part were created.
6. **Testing.** In this phase, all the necessary tests were carried out on the applications developed.
7. **Report digital strategies.** The applications developed were complemented with a digital marketing manual.

V. 5 RESULTS

Research repository: strategically, it was wise to take all the time necessary in this stage, which in itself is not pure engineering, but it allowed contextualizing with the environment, landing concepts, knowing first-hand the needs of users and potential clients, in addition to exploring the criteria regarding the management of the brand that the municipal public administration had.

5.1 Digital Marketing Strategies

1. **Create digital identity.** Digital identity is the trace that each Internet user leaves on the network as a result of their interaction with other users or with the generation of content. A digital identity is not defined a priori and is conformed to participation, direct or inferred, in Internet communities and services. It is recommended that the brand create its digital identity from participation in different social networks and that they be consistent with the product and service.

2. **Law of focus.** Steven Pike [8]. stated in his research that, "the most powerful principle in Marketing is to have a word in the minds of customers." A brand can be incredibly successful if it succeeds in owning one word to the customer's mind.
3. **Position yourself in search engines.** Brands must seek strategies to position themselves in search engines, in such a way that they are in view of their target audience and can be viewed quickly.
4. **Implementation of SEO.** These are the actions required to achieve that a brand website is positioned between the first results in a search engine in an organic / natural way with the terms that describe your product or service.
5. **Inbound Marketing.** They are all Marketing strategies where "You don't have to pay." As Internet blogger explains in its blog, inbound marketing is based on three fundamental pillars: SEO, content marketing and social media marketing. Either on social networks like Twitter, on Facebook with the creation of business pages, YouTube.
6. **Outbound Marketing.** Rancati, Elisa, Federica Codignola, and Alexandru Capatina [10] stated that "Outbound marketing are the Marketing strategies for which you pay to have a return on investment (conversion)". It is aimed at obtaining customers through concrete actions, it focuses on seeking and "attracting new leads by sending a large number of messages by various means to cause different impacts on more people and thus make the product known" . Tools such as:
 - a. SEM. You pay to appear first in a search. With Google you have AdWords, which is used for SEM and for Display Ads.
 - b. Display Ads. It is all advertising that is on a website, in a banner where a brand is promoted.
 - c. Ads on Youtube. They are found in two types; First, there is the common ad embedded in the video. The second refers to the ad-style ads that appear at the beginning of a video.
 - d. Facebook Ads. They offer two types of ads, the right side ad and the center ad.
 - e. Twitter. Here you can buy hashtags, promote accounts by search, or simply appear in account suggestions.

These recommendations should be led by a digital strategist, the community manager or Internet community manager, who should be in charge of creating multiple campaigns for education, promotion, launch, positioning and maintenance of the brand in new media and digital communication channels – website, mobile applications–. Being in cyberspace is not complicated for any organization, as a result of a sensible and efficient application of a communication strategy with web

channels on the global platform that are effective, usable and synchronized with the entity.

5.2 Creation and use of digital applications

Changing the paradigm from mobile to PC, instead of PC to mobile, not only prepares for the near future, in which developing sites optimized for these devices will not simply be a luxury of large companies, but a real need of the market for pro of a more effective and usable product. Creating the website and the mobile application was not just a matter of placing elements here or there to make it look beautiful, it was about build a virtual tourism office that could fit in an organized manner within these. In addition, it had to have direct user interaction that generates a unique quality, through criticism, suggestions for services, comments and tourist products, making known experiences through blogs, videos and photos, and exerting a clear influence on perception and decision of other clients. Together with the following benefits for tourists: absolute simplicity, cooperation between users, greater essential functionality, faster, prediction and personalization of communication, ubiquity and presence of information. What should it contain?

5.3 Content Inventory

According to the methodology for the preparation of inventories of tourist attractions of the Ministry of Commerce, Industry and Tourism, the attractions were classified as cultural heritage and natural sites, as follows:

- Natural resources.
- Material cultural heritage in the urban area.
- Monuments.
- Historical Center.
- Cultural heritage in the rural area.
- Intangible cultural heritage.

VI. CONCLUSIONS

The study carried out focused on the city of Agra, but in the same way it can be extrapolated and will serve as a guide for future researchers, in addition to allowing tourists to have a tourist promotion office in their hands, where they will find all the information they need about what to see, where to spend the night, what to eat, what to buy; leisure activities, events, services, map with geo located points of interest, to take the user up to them, and the history of the city.

The emerging competitiveness between tourist destinations has highlighted the need to emphasize strategies of digital marketing, in order to create an intangible added value for the potential customer, aimed at creating an image favorable of the territories to be promoted.

A social gain is accessed via a mobile or tablet tourist office. Likewise, to make the appropriate decisions, to boost efficiency in searching for the tourist's required details, etc. The environment is preserved by not requiring paper; the expense of promoting the City is also minimised by eliminating posters and other advertising elements.

Improving the City of Agra 's competitiveness with brand management, as understood by the cities that, a few years ago,

devoted themselves to creating a brand by City Branding. They thus grew to become today's cities. It takes several years to achieve a successful creation of City Branding and all those associated with the city: governments, agencies, ordinary citizens, etc.

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