


Chapter 1

Digital Marketing Strategies for Enhancing the Sustainable Attractiveness of Smart Cities in Morocco: The Case of Casablanca

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ABSTRACT

This article explores the strategic role of digital marketing in enhancing the sustainable attractiveness of smart cities, with a specific focus on Casablanca, Morocco. By integrating digital technologies such as the Internet of Things (IoT), data analytics, and artificial intelligence, Casablanca aims to address urban challenges related to sustainability, including transportation, waste management, and energy efficiency. This study employs a mixed-method approach, combining qualitative interviews with urban planners and digital marketing experts, alongside quantitative analysis of smart city performance indicators. Five smart cities across different continents were selected to provide comprehensive insights and contextualize the findings for Casablanca. The results demonstrate that targeted digital marketing strategies,

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when well-implemented, play a crucial role in improving citizen engagement, environmental awareness, and resource optimization, while reinforcing Casablanca's position as a sustainable smart city in Africa.

I. INTRODUCTION

1. Background And Context

The concept of smart cities has emerged as a transformative approach to urban development, integrating advanced digital technologies to create more efficient, sustainable, and livable environments. Smart cities leverage the Internet of Things (IoT), big data analytics, artificial intelligence (AI), and other innovative technologies to enhance various aspects of urban life, including transportation, energy management, healthcare, and public services. These cities aim to address the challenges of rapid urbanization, environmental sustainability, and economic growth by adopting smart solutions that improve the quality of life for residents and visitors alike. The integration of Information and Communications Technologies (ICT) in urban development plays a crucial role in creating attractive, healthy, and prosperous urban spaces (Pearson, 2006). Digital platforms are pivotal in transforming urban infrastructure, providing new opportunities for integrating physical and digital infrastructures (Ablyazov, 2021). Furthermore, the concept of digital twin technology enhances sustainable urban development by optimizing the performance of city infrastructures and services through real-time connectivity (Hämäläinen, 2020). Also, a study conducted by (Alla et al., 2024) revealed that emerging technologies such as artificial intelligence, augmented reality, the internet of things, blockchain, and data analytics are playing an increasingly crucial role in territorial marketing and attractiveness strategies. These technologies are primarily used to better understand and meet the specific needs of citizens while enhancing their experience as users of the territory. By facilitating more personalized interactions and optimizing public services, these technological tools strengthen the attractiveness of cities and regions, creating more connected and dynamic environments for both residents and visitors.

2. Problem Statement

Despite the numerous benefits and advancements associated with smart cities, maintaining their sustainable attractiveness poses significant challenges. Cities must continuously innovate and effectively communicate their unique value propositions to attract investment, tourism, and engage the local population in sustainable practices. In this context, digital marketing strategies play a crucial role in shaping

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