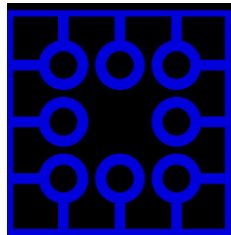


MUNI
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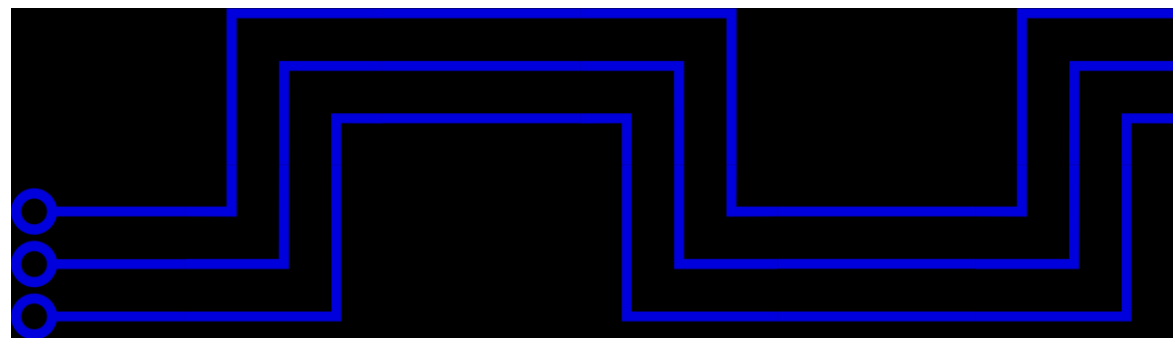
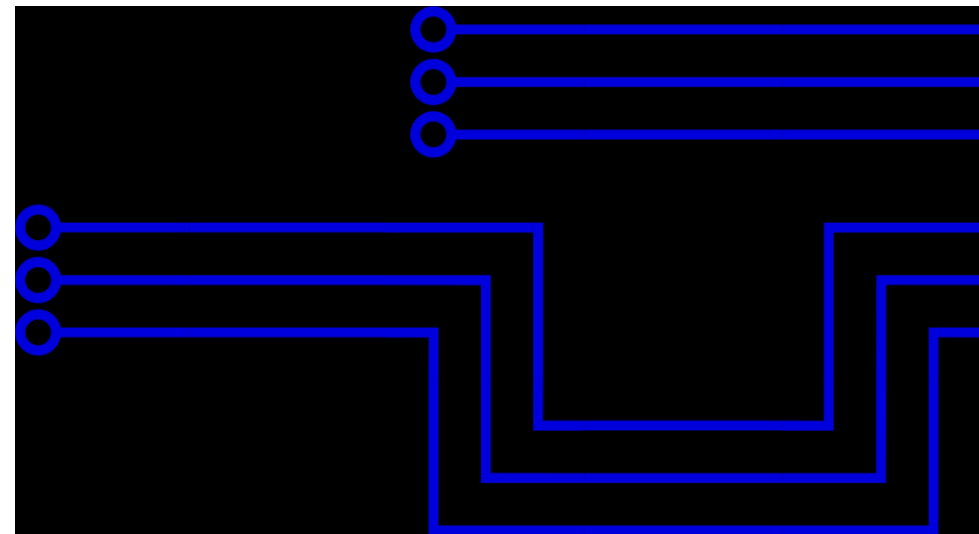


Laboratoř
servisních
systémů

Marketing of cities

PV240

Leonard Walletzký, 2021



The environment of the city



Why does city need marketing?

By the most of definitions marketing is the process focused to customer

The main motivation is profit

The motivation for city is to communicate with

- Citizens
- Entrepreneurs
- Tourists
- Visitors
- Non-profit organizations
- Other stakeholders

Main motivation for city marketing

Municipality development

Development of community services

Prevention of conflicts

Finding conformity among different interests' groups

Competition (other municipalities, business entities)

Examples of city branding



<https://www.youtube.com/Vienna>

Branding videos



Differences between company and city marketing

Company

- Customer segment
- Selling the product/service
- Building loyalty to sell
- Communicating innovations

City

- More stakeholders
- Presentation of city services
- Building loyalty to be proud of
- Communicating innovations

Marketing mix – can we use the same

Some marketers do

But communication of the city must be different than communication of the company

There are more

- Stakeholders
- Interests
- values

7C Marketing mix – Compass modell

Corporation

- Organization itself
- Competitors
- Stakeholders

Commodity

- Products and services not only for customers, but for whole society

Cost

- Not only economics, but also social

Communication

- How does a municipality communicate with the different segments of stakeholders?

Chanel

- How the services are distributed
- Directly from the municipality or via private subject with the support of municipality?

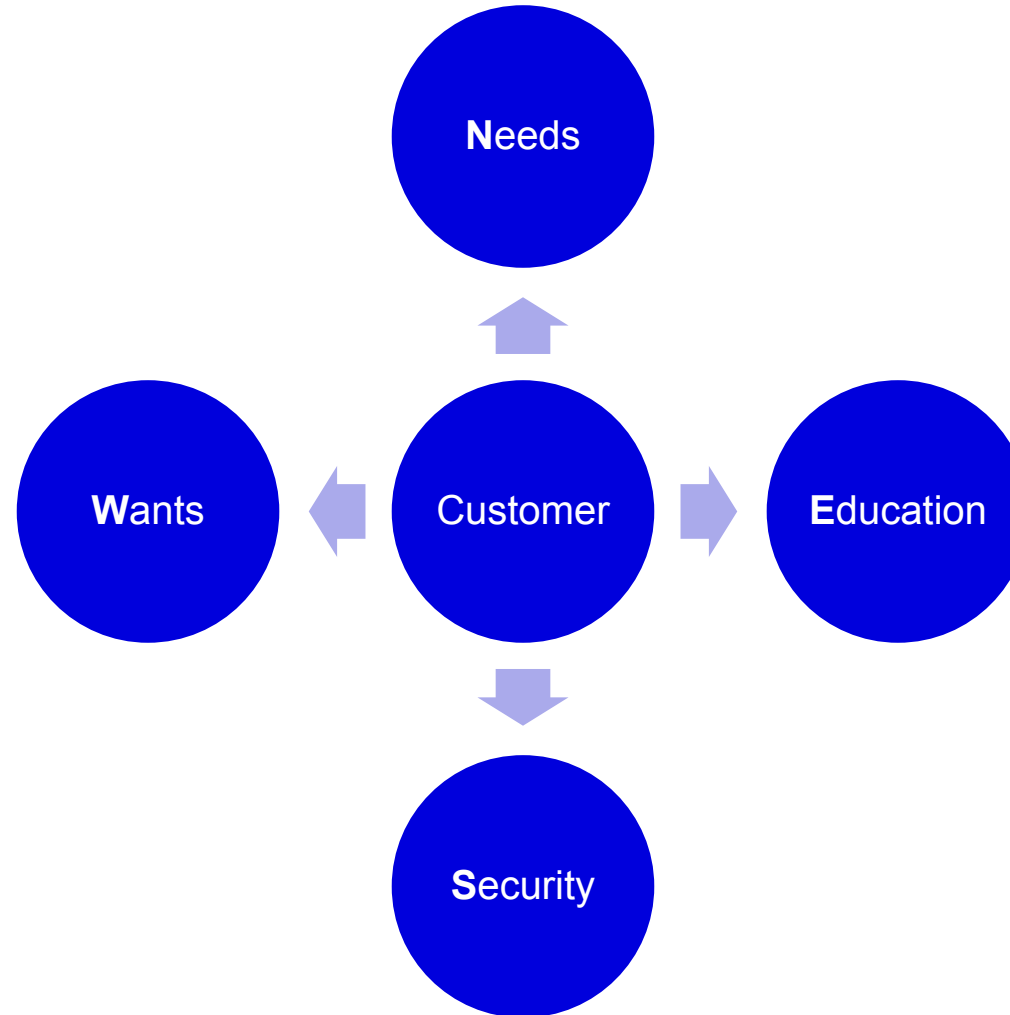
Consumer

- Description of the customers and customer groups

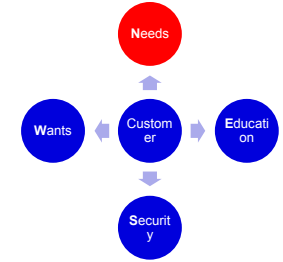
Circumstances

- Description of other external factors

Compass analysis of Customers



Needs



List of the needs of customers

- Not only citizens, but also other groups
- Dependent on specific point of view

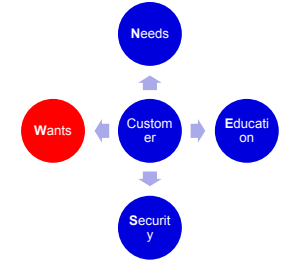
The analysis depends on several factors

- Social status
- Age
- Life stadium

Example

- Free time activities
- Culture
- Social services

Wants



What are customers requesting?

- Comparing to needs the request is required

Very often the needs and wants are confused

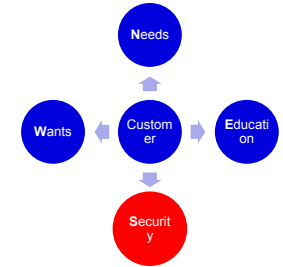
Needs

- Free time activities
- Social services
- Culture

Wants

- New playground
- Food delivery
- Support for the theater

Security



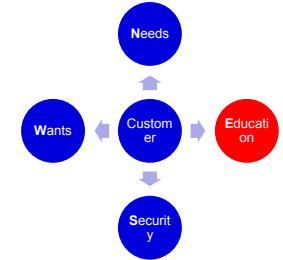
How secure the citizens are?

- The level of criminality
- Are there any other dangers (floods, chemical factories)

What the municipality is doing for the security?

- Street cameras
- Municipality police
- Prevention programs

Education



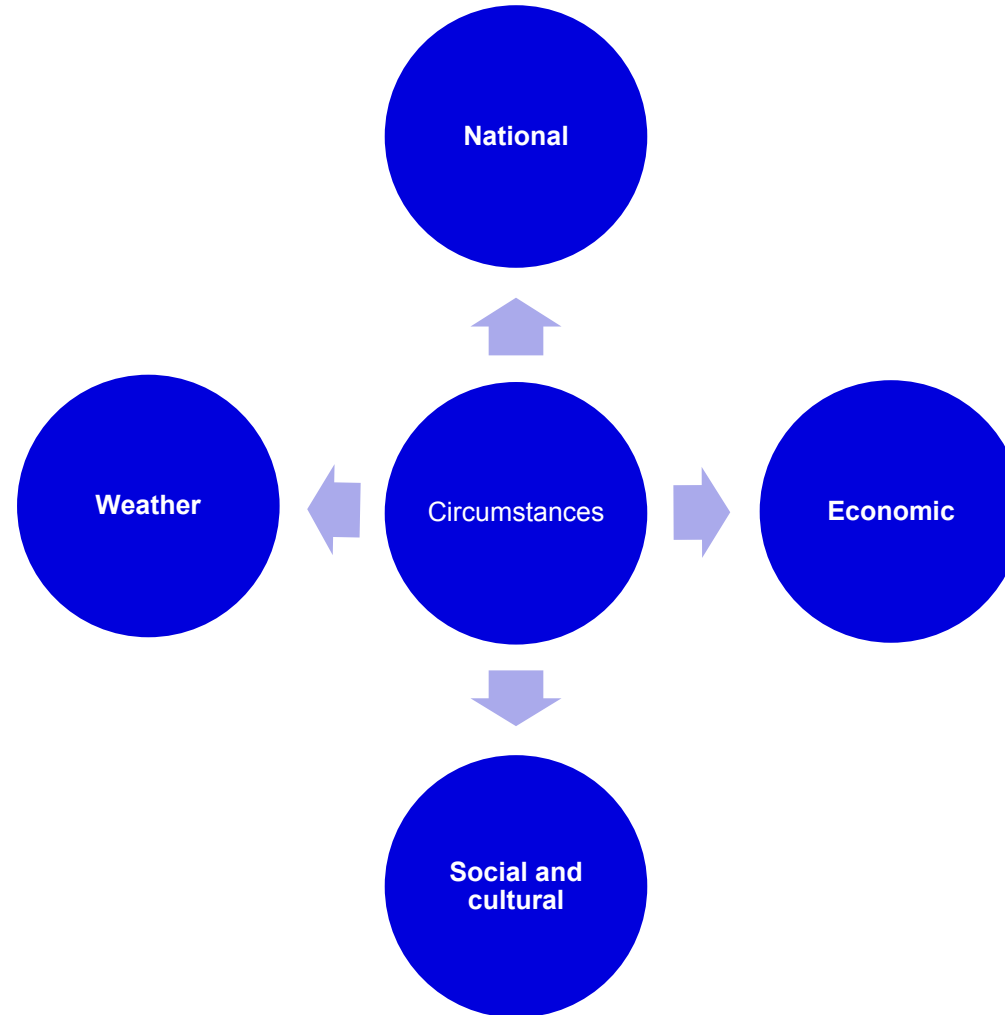
The structure of education in the municipality

- It affects the ways of communication

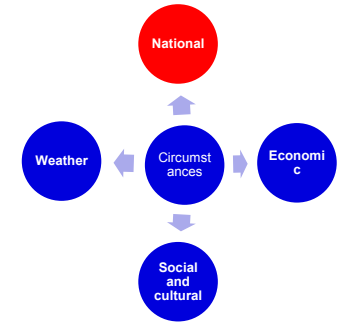
Can be found on the pages of stastical institutions

- Like ČSÚ – www.czso.cz

Compass analysis of Circumstances



National



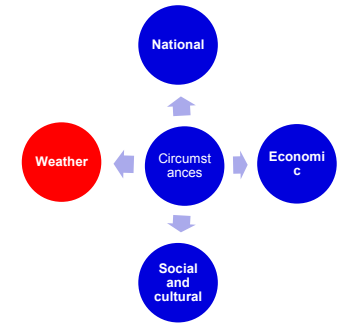
State or international

- Politics, law and ethics

Important legal rules

- What laws are important for the municipality?
- Are there any legal complications?

Weather

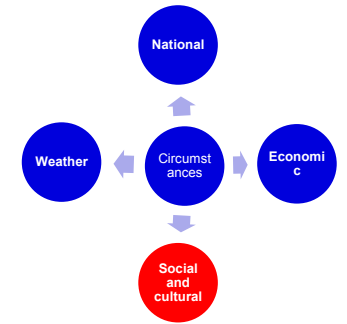


What are the natural conditions?

- Average temperatures
- Possible natural disasters

The weather can affect the outdoor activities

Social and cultural



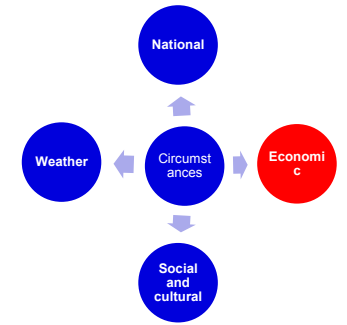
What are supported social services?

- What are the social services provided by the municipality (like social houses, retirement homes etc.)
- Is there any social politics in the municipality? How does the municipality support the associations?

How the municipality supports or should support the culture?

- Are there any cultural associations (amateur/professional) supported by the municipality (theater, choir)?

Economics



Important information from the budget

- Does the municipality have any loans?
- Do they have surplus or debit budget?
- What are the financial sources?

Investment preferences

- Are there any important investments planned in the future?

How to analyze the municipality marketing

Use 7C Compass model to gather the data

It helps you to understand the position of the municipality.

After that make SWOT analysis – to have different point of view to the topic

After that you can formulate recommendation – do not be afraid to be a little bit unrealistic

- On-line YouTube stream is OK
- Hyperloop from small village to the city is too much

How to verify the recommendation?

If you suggest any improvement for the city, you need to specify the value for the citizens (or other important group).

To prove it, you need to specify the way of verification

For example, you suggest the improvement of web pages of the city

The verification can be:

- The number of visitors – you know how many visitors came in the past, you can say we expect about 30% more visitors
- The time spent on the pages – you can expect for example the users spend about 20% more time on pages than before
- The on-line survey – the users will be requested to fill a small survey, where they evaluate the quality, friendliness and utility of the pages. You will design the questions for the survey too.

What should your recommendation look like?

Do not focus to the web pages only

You can suggest

- New communication channels
- Improvement of current communication tools
- Bring the inspiration from another but similar city
- or anything else what can bring a new value to the stakeholders

Remember – you always need to define the value for the customers!

Conclusion

Differences between marketing of municipality and company

- Stakeholders
- More interest groups

7C Compass Marketing mix

Recommendations to individual assignment