

**DUVAL GUILLAUME®**

## **Key challenges to build a relationship**

City Marketing

## **0. Introduction**

2

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## 0. Introduction



Make City Marketing more CRM driven!  
5 key challenges

3

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## 1. Database

4

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## 1. Database

- Is this relevant?

### → YES !

It should be based upon interests:

- Sports
- Culture
- Events
- Shopping
- ...

This will lead to:

- Repeat
- Ambassadors

→ Before – During – After

5

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## FROM...

- Things to do in Barcelona
- This article will give you a general insight into the things to do in Barcelona, which is no mean feat because there is so much to do!
- Everything depends on your interests and type of holiday, but there is something in Barcelona to suit all types and this page will give you a taste of the things to come.
- Culture and Architecture
- Barcelona is a city steeped in culture and history, so if it's some sight-seeing you're after then you've come to the right place. Barcelona is most famous for the fantastical architecture of Antonio Gaudi, whose buildings are scattered all around the centre of the city. The most famous and impressive can be seen along Passeig De Gracia where you will find La Pedrera and Casa Batlló. Or head to the Parc Guell which is...

6

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TO...

The screenshot shows the TripAdvisor Inspiration page in a Windows Internet Explorer browser window. The page is titled "Vacation Ideas - Travel Destination Ideas - TripAdvisor". It features a search bar with the text "what can I do in Barcelona?". The main content is divided into two sections: "1 What You Like" and "2 Where You Want To Go". The "What You Like" section includes categories like Adventure, Beaches & Sun, Casinos, Family Fun, History & Culture, Romance, Shopping, Skiing, and Spa. The "Where You Want To Go" section includes regions like Anywhere, Africa & the Middle East, Asia, Caribbean, Europe, Mexico, Central & South America, South Pacific, and United States & Canada. There are blue arrows pointing to the "What You Like" and "Where You Want To Go" sections. A handwritten note in red says "There's nothing like Australia. TO TEST THE WATERS". The browser's address bar shows "http://www.tripadvisor.com/Inspiration". The Windows taskbar at the bottom shows various icons and the system tray with the date "4/20/2010".

7

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2. Social media

The slide features four social media logos stacked vertically on a black background. From top to bottom: the Facebook logo (white text on a blue rounded rectangle), the Twitter logo (white text on a light blue rounded rectangle), the YouTube logo (white text on a red rounded rectangle), and the NETLOG logo (white text on a black rounded rectangle). The text "2. Social media" is positioned to the left of the logos.

8

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## 2. Social Media

- Most of the time only posts of the city self
  - One way
  - Only used as a medium, not yet as a communication center
- Solution?
  - Community manager



9

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## 2. Social Media

Opportunity !

Private initiative

10

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### 3. Partnerships

11

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### 3. Partnerships

- On an international level:

Ex:

Currently, when a person books a citytrip to Barcelona at a travel agency in Antwerp, he won't receive information brochures from Barcelona.

- On a local (commercial) level:

Ex:

Currently, when a new flagship store opens his doors in a city, the city most of the time doesn't grab the opportunity to introduce this store and link it with the city.



12

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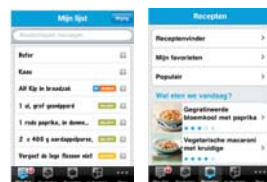
## 4. New technologies

13

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## 4. New technologies

- Google
- Iphone/Smartphones
  - AXA
  - Albert Heijn



• ...

14

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## 5. Cooperations

15

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## 5. Cooperations

- Intern:

→ between musea and personal interests

The screenshot shows the 'citytripplanner' website interface. On the left, there is a list of museums with logos for 'MUSEA', 'BRUGGE', 'MUSEA', 'STAD LEUVEN', and 'MUSEA'. On the right, there is a table titled 'Geleef in onderstaande lijst aan te duiden welke soort bezienswaardigheden u interesseren.' (Indicate in the following list which type of sights interest you).

Types	totaal geen interesse	een beetje interesse	meestal wel interesse	absoluut interesse in
Beziensw.	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Kerken:	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Musea:	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Standbeelden:	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Waters:	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Monumentale gebouwen:	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Stadsparken:	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Godshuizen:	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Diverse sites:	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>

Below the table are buttons for 'Terug' and 'Verder'. The footer of the page reads 'citytripplanner brugge copyright 2009 Katholieke Universiteit Leuven'.

16

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→ between cities and personal interests

The screenshot shows the website 'stedentrips.nl' with a search bar containing 'Thema's'. Below the search bar, there is a featured article titled 'Shop till you drop!' with a sub-heading 'Lekker shoppen'. The article features a photo of a woman in a shopping cart in Rome and text describing shopping in various cities. To the left of the article is a 'Thema Trips' section with a 'Top 6 Shoppen' list:

City	Price
New York	€ 669
Londen	€ 259
Milaan	€ 221
Intstad	€ 316
Wenen	€ 249

Below the list is a 'Shopping' section with text about shopping in different cities and a small photo of a store interior.



17

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# CONCLUSION

18

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When a city makes use of:

1. Databases of their visitors
2. Social media
3. International & local partnerships
4. New technologies
5. Internal cooperations

→ the city can start **BUILDING REAL RELATIONSHIPS**