

Digital Marketing Plan: What Kind of Digital Marketing Will Enhance the Appeal of the Casablanca-Settat Region?

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Abstract:

In the current era of digital transformation, digital marketing has emerged as a strategic driver for enhancing territorial attractiveness. As Morocco's leading economic hub, the Casablanca-Settat region faces the challenge of strengthening its position both nationally and internationally. This paper outlines a digital marketing plan tailored to the specific characteristics of the region, built upon a mixed methodological framework that combines qualitative interviews with key stakeholders, quantitative surveys of local firms, and a comparative analysis with the regions of Tangier-Tetouan-Al Hoceima and Provence-Alpes-Côte d'Azur in France.

The findings highlight the pivotal role of digitalization in improving regional visibility, attracting investment, and boosting economic competitiveness. The proposed plan is structured around clear objectives, ranging from online promotion and the development of collaborative platforms to the creation of dynamic digital ecosystems and the enhancement of digital skills. By emphasizing the digital sphere as a catalyst for regional development, this study enriches the literature on place marketing and offers actionable recommendations for positioning Casablanca-Settat as an innovative and attractive digital hub.

Keywords —Digital marketing, territorial attractiveness, Casablanca-Settat, digitalization, regional development, competitiveness.

I. INTRODUCTION

In a context marked by the acceleration of digital transformation, digital marketing has become an essential strategic lever for enhancing regional attractiveness. Regions, like businesses, are now called upon to develop their digital presence, showcase their assets and promote a competitive ecosystem capable of attracting investment, talent and innovation (Kotler et al., 2019). The Casablanca-Settat region, Morocco's leading economic hub, stands out for its entrepreneurial dynamism and significant advances in digitalisation.

However, in the face of national and international competition, it must consolidate its achievements by deploying a structured digital marketing strategy tailored to its specific characteristics.

This work has a twofold objective: firstly, to analyse the digitalisation initiatives implemented in the Casablanca-Settat region and their impact on the region's attractiveness, and secondly, to propose a digital marketing plan based on a comparative approach. By drawing on a qualitative study of key players, a quantitative survey of local businesses, and benchmarking with the Tangier-Tetouan-Al Hoceima

region and the Provence-Alpes-Côte d'Azur region, this research aims to identify best practices and formulate operational recommendations.

The main objective is to demonstrate that digitalisation and digital marketing are not only communication tools, but also real catalysts for regional development, capable of stimulating innovation, strengthening competitiveness and promoting an attractive regional brand image. This digital marketing plan thus aims to provide a strategic framework enabling Casablanca-Settat to consolidate its position as a digital hub in Morocco, while improving its visibility on the international stage.

II. METHODOLOGY AND APPROACH TO DEVELOPING THE DIGITAL MARKETING PLAN

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Our research on the impact of digitalisation and digital marketing on the attractiveness of the Casablanca-Settat region was conducted using a methodology comprising qualitative studies, quantitative surveys and comparative analysis. Semi-structured interviews with key players in the region provided valuable information on their perceptions and the challenges they face in the context of digitalisation. At the same time, quantitative surveys conducted among a representative sample of companies in the region provided data on the adoption of digitalisation and its impact on the region's economic attractiveness. Finally, by comparing the practices and strategies implemented in the Tangier-Tetouan-Al-Hoceima region and the Provence-Alpes-Côte d'Azur region, we identified specific courses of action to enhance the attractiveness of Casablanca-Settat through digitalisation and digital marketing.

Through our various study approaches, we have gained an in-depth understanding of the situation, enabling us to propose recommendations to improve the attractiveness of the Casablanca-Settat region through digitalisation and digital marketing. The objective of these studies is to develop a digital marketing plan that follows the necessary steps to provide regional officials and stakeholders with a proposal tailored to the region's needs, thereby

enhancing the region's attractiveness while meeting its specific requirements.

The digital marketing plan will include an analysis of the region's current situation, taking into account the results of benchmarking and previous studies. By setting clear and specific objectives for this plan, we will then propose a comprehensive digital marketing strategy tailored to the Casablanca-Settat region. This strategy will highlight the benefits of digitalisation, improve the region's visibility, attract new investment and strengthen economic competitiveness.

It is also essential to implement regular monitoring and evaluation to identify gaps and opportunities for improvement. By identifying these aspects, we will be able to propose effective corrective actions for a digitalised and attractive region.

The digital marketing plan we will develop will be specific to the Casablanca-Settat region, capitalising on the advantages of digitalisation and adapting to the specific needs and opportunities of the region. Our goal is to provide a solid and concrete proposal that will promote economic development and enhance the attractiveness of the region in the digital age. The following figure illustrates the steps to be taken to develop our digital marketing plan:

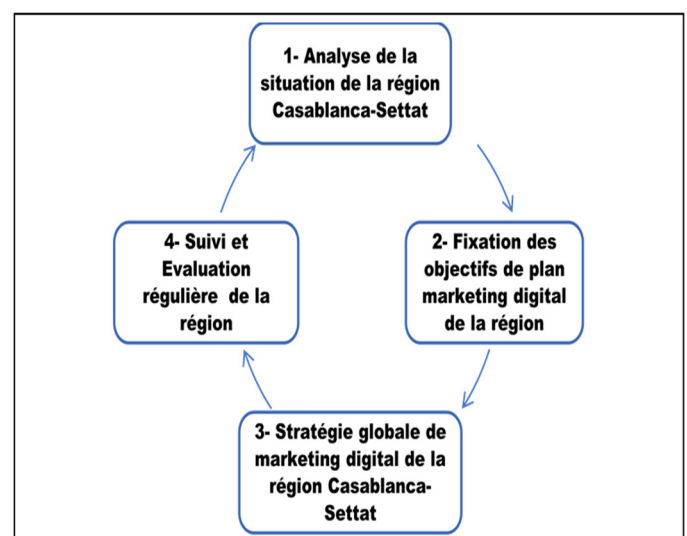


Fig. 1 Digital marketing plan stages for the Casablanca-Settat region

As part of our digital marketing plan for the Casablanca-Settat region, we have identified several key steps that will contribute to its successful implementation. Each step plays a crucial role in achieving our objectives and creating a significant impact. We will now examine each of these steps in

detail to better understand the specific actions to be taken at each stage.

III. SITUATION ANALYSIS

Following our comparative analysis between Casablanca-Settat and Tangier-Tetouan-Al-Hoceima (TTA) at the national level, as well as between Casablanca-Settat and Provence-Alpes-Côte d'Azur (PACA) at the international level, we have identified notable disparities in digitalisation initiatives between these regions.

The Casablanca-Settat region has positioned itself as a leader in digitalisation in Morocco thanks to its remarkable advances and dynamic ecosystem. Significant investments have been made to promote digital transformation, with government measures aimed at developing digital infrastructure, improving connectivity and encouraging the adoption of digital technologies by businesses and the population. Training programmes have also been introduced to strengthen the digital skills of the local workforce. Initiatives such as "Digital Startups" support digital startups and innovative entrepreneurs, while the "Smart Region" project aims to transform the region into a smart region. The "Industry 4.0" strategy promotes the modernisation and digitisation of the industrial sector, and the "Digital Campus" project creates an advanced digital learning environment in partnership with universities. These initiatives have helped to attract national and international companies, promoting innovation and stimulating economic growth in Casablanca-Settat.

As for the Tangier-Tetouan-Al Hoceima region, although less advanced than Casablanca-Settat, it has made significant progress in its digitalisation. Initiatives such as the creation of technology free zones and innovation parks have been launched to attract technology companies and promote entrepreneurship in the digital field. Partnerships with educational institutions and research organisations have been established to develop digital skills and encourage innovation. Among these initiatives is the "Tangier Med" Industrial Park, which offers modern infrastructure and specialised services to attract technology companies and encourage the digitalisation of industrial activities. The region thus aspires to become a leading technological and economic centre in Morocco. The Manar Al Mustatmir platform supports companies and project leaders in their digital transition,

and investments in telecommunications infrastructure are improving access to high-speed internet and telecommunications networks.

The Tangier-Tetouan-Al Hoceima (TTA) region has implemented major initiatives to stimulate digitalisation and promote economic development. These include the Tangier Med Industrial Park and the Tangier Free Zone. The Tangier Med Industrial Park offers modern infrastructure and specialised services to attract technology companies and promote the digitalisation of industrial activities. The Tangier Free Zone, meanwhile, offers attractive tax and customs incentives to encourage entrepreneurship and investment in the technology and innovation sectors. These initiatives demonstrate TTA's commitment to promoting digitalisation and creating an environment conducive to innovation and technological investment. The 2022-2027 Regional Development Plan (PDR) aims to transform the region into a smart and innovative region with digitised public services. These initiatives demonstrate Tangier-Tetouan-Al Hoceima's commitment to catching up in terms of digitalisation.

When comparing the two Moroccan regions, it is clear that Casablanca-Settat is ahead of Tangier-Tetouan-Al Hoceima in terms of digitalisation. However, the latter has shown promising potential and has been working to develop its digital infrastructure and stimulate innovation in order to catch up.

Internationally, the Provence-Alpes-Côte d'Azur (PACA) region in France stands out for its economic dynamism and strong business presence, particularly in the technology and innovation sectors. The region has implemented initiatives to promote digitalisation and enhance its attractiveness to businesses and investment.

In the field of tourism promotion, the PACA region has developed the "MyProvence" mobile application to promote the region's tourist and cultural attractions. This application allows visitors to access detailed information on events, tourist sites and accommodation, making it easier to discover the region. PACA has also launched projects to promote local products and support local agriculture. The "La Ruche qui dit Oui" platform was created to facilitate the direct sale of local products between producers and consumers, thereby promoting local economic development and responsible consumption.

In terms of digital infrastructure, the region has invested in the development of broadband networks and collaborative workspaces. These initiatives aim to

support innovation, facilitate collaboration between local stakeholders and strengthen the region's economic competitiveness. PACA has also implemented sustainable mobility projects to improve travel in the region. This includes the development of cycle paths, the promotion of public transport use and the encouragement of alternative means of transport, thereby reducing the carbon footprint and improving the quality of life for residents.

Finally, the region has created the Marseillaise Special Economic Zone to attract innovative companies and encourage them to set up in the region. This initiative offers tax incentives and competitive advantages to companies, thereby enhancing the region's economic attractiveness. These digitalisation initiatives in the Provence-Alpes-Côte d'Azur region are making it more attractive to businesses and promoting its economic development.

When analysing the situation of the Casablanca-Settat region with the Tangier-Tetouan-Al Hoceima (TTA) region at the national level and with the Provence-Alpes-Côte d'Azur (PACA) region at the international level, Casablanca-Settat stands out as a leader in digitalisation in Morocco. It has succeeded in making significant progress and creating a dynamic ecosystem conducive to innovation and digital transformation. Thanks to substantial investments in digital infrastructure, the promotion of digital technology adoption by businesses and the population, and the implementation of training programmes, Casablanca-Settat has attracted national and international companies, stimulating economic growth and fostering innovation in the region. Although the TTA region has also made significant progress in its digitalisation, it still lags behind Casablanca-Settat. In contrast, the PACA region in France stands out for its economic dynamism and advanced digitalisation initiatives, particularly in the areas of tourism, promotion of local products, digital infrastructure, sustainable mobility and the creation of special economic zones.

These comparisons highlight Casablanca-Settat's advanced position in the field of digitalisation compared to the TTA region. However, in order to align itself with international competitors and strengthen its economic attractiveness, it is essential to continue digitalisation efforts. In order to achieve a strong international positioning, it is recommended that additional efforts be made and a comprehensive digital

marketing strategy be developed. This strategy should take into account international best practices, global market trends and the specific needs of the Casablanca-Settat region. By integrating these elements, the region will be able to increase its visibility, attract foreign investment and strengthen its economic development in the digital age.

IV. THE OBJECTIVES OF THE CASABLANCA-SETTAT REGION'S DIGITAL MARKETING PLAN

The recommended digital marketing plan for the Casablanca-Settat region aims to stimulate economic growth, attract investment and strengthen regional competitiveness through a strategic approach focused on digitalisation. The following table outlines the main objectives of the plan:

By implementing the aforementioned objectives of our digital marketing plan, the Casablanca-Settat region aims to consolidate its position as an attractive economic and technological hub. This strategy also aims to promote digital inclusion, stimulate innovation and encourage job creation. In the following section, " ", we will present a detailed overall strategy for achieving these ambitious goals.

V. THE COMPREHENSIVE DIGITAL MARKETING STRATEGY FOR THE CASABLANCA-SETTAT REGION

To complete our digital marketing plan, we will propose various strategies to be implemented to enhance the territorial attractiveness of the Casablanca-Settat region. These strategies aim to maximise the region's visibility, attract new investment and strengthen its competitiveness both nationally and internationally.

The following figure illustrates the main strategies we recommend:

Table 1: Recommended objectives for the Casablanca-Settat region's digital marketing plan

Strategic objectives	Description
Strengthen regional online visibility	The plan aims to increase the visibility of the Casablanca-Settat region on online platforms and social media in order to attract the attention of national and international investors, as well as entrepreneurs and talent.
Promote the region's assets	The plan aims to highlight the economic, cultural and tourist assets of Casablanca-Settat through targeted digital marketing campaigns. The aim is to position the region as a hub for innovation, entrepreneurship and economic development.
Developing a dynamic digital ecosystem	The plan provides for the creation of business incubators and accelerators, as well as support for start-ups and entrepreneurial initiatives in the digital field. The aim is to foster the emergence of a dynamic digital ecosystem and stimulate innovation and job creation.
Strengthening digital skills	The plan focuses on training and strengthening the digital skills of the population, particularly young people and workers. Training programmes and awareness-raising initiatives will be put in place to develop the skills needed for digital transformation.
Facilitating exchanges and collaboration	The plan aims to promote exchanges and collaboration between businesses, academic institutions, research organisations and innovation stakeholders. Co-working spaces, events and meetings will be organised to encourage synergies and partnerships.
Improving the experience of visitors, investors and residents	The plan includes initiatives to improve the experience of visitors, investors and residents through innovative digital solutions. This includes the development of mobile applications, online booking platforms and interactive tools to facilitate access to information and services.

Source: created by us based on our study

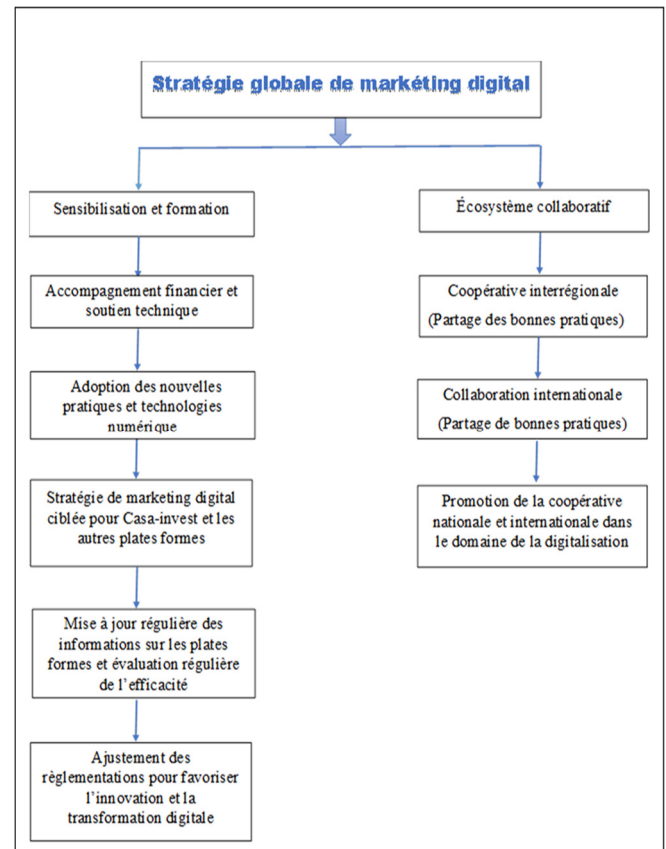


Fig.2 Overall digital marketing strategy for the Casablanca-Settat region

In order to gain an in-depth understanding of the potential impact of these strategies on the territorial attractiveness of the Casablanca-Settat region, it will be essential to examine each of them in detail. To align with international standards in digitalisation and digital marketing, it will be necessary to implement measures at the national level.

Firstly, a favourable environment for the adoption of digitalisation must be established by actively raising awareness and training administrations, businesses and professionals in new technologies. Awareness and communication programmes must be put in place to encourage a culture of openness to change and promote the adoption of new practices. It is essential to actively involve employees at all levels of the organisation, training them in new technologies and including them in decisions related to digitalisation, in order to promote their acceptance of and commitment to this transformation.

Next, it is necessary to develop a national digitalisation strategy. To do this, the government must put in place a comprehensive strategy at the national level, defining clear and measurable objectives. This strategy should include specific plans to support the digital development of different regions, particularly Casablanca-Settat.

We strongly recommend that the Casablanca-Settat region implement a targeted digital marketing strategy to promote regional opportunities through the "Casa-Invest" platform. This approach will help increase the platform's visibility and accessibility, while maximising its impact on potential investors.

As part of this strategy, it is recommended to use online marketing techniques, such as targeted advertising campaigns on relevant digital platforms. The region could also consider establishing partnerships with local influencers, such as successful entrepreneurs or industry experts, to promote the platform and attract the attention of investors interested in the region.

In order to ensure an optimal online presence, it is advisable to implement search engine optimisation (SEO) measures to ensure that the Casa-Invest platform appears at the top of relevant search results. This will increase the platform's visibility and make it easily accessible to potential investors looking for opportunities in the region.

In addition, it is recommended that the information available on the platform be regularly updated. This includes the inclusion of recent investment projects, success stories from investors already present in the region, and information on attractive tax incentives offered by local authorities. These regular updates will help maintain the platform's relevance and appeal to potential investors by providing them with accurate and up-to-date information on available opportunities.

In the same vein, it is necessary to explore new avenues to complement the work already accomplished by the "Casa-Invest" platform. In order to optimise the impact and provide more options to potential investors, here are some proposals for new innovative platforms:

A. Investor matchmaking platform

An online platform with a sophisticated matching system should be set up to connect potential

investors with specific investment projects in the region. Using advanced algorithms, this platform will facilitate research and personalised matchmaking, promoting more targeted and mutually beneficial partnerships.

B. Collaborative innovation platform

It is recommended that an online platform be created to bring together businesses, start-ups, researchers and civil society actors in the Casablanca-Settat region. Its objective will be to stimulate collaboration and the sharing of ideas, expertise and resources for the development of innovative projects. This platform will encourage creativity and foster the emergence of innovative solutions by bringing together diverse talents.

C. Local crowdfunding platform

It is necessary to create an online platform that will bring together businesses, start-ups, researchers and civil society actors from the Casablanca-Settat region. Its objective will be to stimulate collaboration and the sharing of ideas, expertise and resources for the development of innovative projects. This platform will encourage creativity and promote the emergence of innovative solutions by bringing together diverse talents.

D. Entrepreneurial mentoring platform

It is essential to create an online platform that will bring together businesses, start-ups, researchers and civil society actors in the Casablanca-Settat region. Its objective will be to stimulate collaboration and the sharing of ideas, expertise and resources for the development of innovative projects. This platform will encourage creativity and promote the emergence of innovative solutions by bringing together diverse talents.

E. Resource-sharing platform

It is essential to create an online platform that will bring together businesses, start-ups, researchers and civil society actors in the Casablanca-Settat region. Its objective will be to stimulate collaboration and the sharing of ideas, expertise and resources for the development of innovative projects. This platform will encourage creativity and foster the emergence of

innovative solutions by bringing together diverse talents.

By introducing these new platforms, the Casablanca-Settat region will broaden its range of tools and offer innovative solutions to attract investors. These complementary initiatives will enhance the diversity of investment opportunities and boost the region's attractiveness to investors, thereby promoting local economic development.

At the same time, it is recommended to encourage the development of public-private partnerships in order to mobilise additional financial resources to support digitalisation initiatives. These partnerships will make it possible to raise funds to finance digital transformation projects and will facilitate access to financing by establishing specific financial support mechanisms for these projects.

Furthermore, to foster internal and external collaboration, it will be essential to promote a culture of collaboration and knowledge sharing by creating co-working and innovation spaces that will play a key role in providing entrepreneurs, start-ups and digital professionals with a conducive place to meet, exchange knowledge and collaborate on joint projects. This initiative will foster the emergence of a dynamic and creative community, where ideas will feed off each other and synergies between digital players will be encouraged.

With regard to the technological barriers identified in our study, investment is needed to improve digital infrastructure. This will involve expanding telecommunications networks, upgrading technology platforms and providing high-speed internet access throughout the region. It is advisable to work in collaboration with Internet service providers and to make efforts to improve connectivity and ensure fast and reliable Internet access in both urban and rural areas. It will also be important to provide technical and financial support to businesses and entrepreneurs to help them adopt and take full advantage of new technologies.

By implementing these strategies and recommendations, the Casablanca-Settat region will strengthen its digital ecosystem and become an attractive investment hub, thereby promoting its sustainable economic development.

VI. REGULAR MONITORING AND EVALUATION

As part of the proposed marketing plan for the Casablanca-Settat region, it is essential to establish regular monitoring and continuous evaluation in order to measure the effectiveness of the strategies implemented and make any necessary adjustments. This monitoring and evaluation stage ensures that the objectives set are achieved and identifies any gaps or opportunities for improvement. To this end, it is recommended that the evaluation period be reduced to shorter intervals, such as quarterly or monthly. This will allow for close monitoring of the performance of digital marketing initiatives, rapid identification of strengths and weaknesses, and faster response to changing market trends. It is important to define relevant performance indicators, set up a reliable data collection system, analyse the results in depth, prepare periodic reports, and promote a continuous improvement approach. By adopting this approach, the Casablanca-Settat region will be able to maximise the effectiveness of its digital marketing plan and contribute to its economic development.

Monitoring and evaluation of the Casablanca-Settat region should include the following elements:

A. Performance indicators

Stakeholders in the region must define relevant indicators to measure the impact of digital marketing initiatives. As part of the assessment of the digitalisation of the Casablanca-Settat region, several key indicators can be used. These include social media engagement rates, online conversion rates, user satisfaction rates, visitor retention rate, online referencing rate, online advertising campaign conversion rate, digital technology adoption rate, broadband connectivity rate, business digitalisation rate, online public service usage rate merging technology adoption rate, digital skills training rate, and investment rate in technology start-ups. These indicators make it possible to assess various aspects of digitalisation, such as engagement, technology adoption, connectivity, satisfaction, online conversion, and use of online public services. By monitoring these indicators, it is possible to measure the progress and effectiveness of digitalisation initiatives and identify areas for improvement.

B. Data collection

It is essential for the Casablanca-Settat region to establish a reliable data collection system in order to obtain accurate information on the performance and results of digital marketing initiatives. This can be achieved using web analytics tools, online surveys, interviews with key stakeholders, etc. It is crucial to collect data regularly to ensure continuous monitoring.

C. Data analysis

It is recommended that Casablanca-Settat analyse the data collected in order to assess progress against set objectives. This analysis will identify the strengths and weaknesses of the chosen strategies and determine areas requiring adjustment. These findings will help the region make informed decisions to optimise its digital marketing efforts.

D. Reporting and communication

The region should prepare periodic reports to present the results and conclusions of the evaluation. These reports should be shared with relevant stakeholders, including regional officials, economic actors, and strategic partners. Regular meetings should be held to discuss the results, exchange ideas, and make strategic decisions based on the conclusions of the evaluation.

E. Continuous improvement

It is advisable to use the results of the evaluation to improve digital marketing initiatives. It is important to identify the actions that have yielded the best results and reinforce them, as well as to determine the areas requiring adjustments or changes in strategy and take appropriate action. It is recommended to adopt an iterative and continuous approach to continuously improve the marketing plan.

By implementing regular monitoring and continuous evaluation, the Casablanca-Settat region will be able to measure the effectiveness of its digital marketing plan, make the necessary adjustments and maximise the impact of its initiatives. This will enhance the region's territorial attractiveness and promote its economic development.

In conclusion, the proposed digital marketing plan for the Casablanca-Settat region offers a strategic

vision to stimulate digitalisation and promote economic development. Through targeted strategies, such as social media optimisation, online conversion and improved user experience, we aim to enhance the region's territorial attractiveness and position Casablanca-Settat as a dynamic digital hub. By rigorously implementing this plan, regularly evaluating performance and adjusting actions accordingly, we will be able to maximise the impact of our initiatives and contribute to the region's sustainable growth.

VII. CONCLUSION

The analysis conducted on digital marketing applied to the Casablanca-Settat region highlights the central role of digitalisation as a lever for competitiveness and territorial attractiveness. The results obtained underscore that, despite its remarkable progress in terms of digital infrastructure, training and revitalisation of the entrepreneurial ecosystem, the region must still consolidate its efforts in order to compete with international standards and meet the challenges of a globalised economy.

A comparison with the Tangier-Tetouan-Al Hoceima region and the Provence-Alpes-Côte d'Azur region shows that Casablanca-Settat enjoys a leading position at the national level, but still has room for improvement in certain areas related to promoting its assets, targeted digital communication and the user experience for investors and visitors. Regional digital marketing is therefore not only a promotional tool, but also a strategic instrument of regional governance, capable of stimulating innovation, attracting foreign investment and strengthening economic competitiveness.

This work proposes a structured digital marketing plan, based on clear objectives and concrete strategies, ranging from online visibility to the creation of innovative collaborative platforms, through to the strengthening of digital skills and the development of public-private partnerships. The implementation of these actions will enable the Casablanca-Settat region to consolidate its image as a digital hub and position itself as a regional model for digital transformation.

However, this research has certain limitations related in particular to the size of the sample studied, the time frame of the data collected and the specific contextual characteristics of the region. These limitations pave the way for future studies that could expand the sample, deepen the comparative analysis with other international regions, and further explore the role of emerging technologies, such as artificial intelligence and blockchain, in territorial governance.

Ultimately, digitalisation and digital marketing, when integrated into an overall strategy, can be catalysts for economic and social development. For Casablanca-Settat, this is a unique opportunity to consolidate its position as Morocco's economic engine, while asserting its place on the international map of attractive and innovative regions.

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