

Community Marketing Strategy

Methodology

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Disclaimer: *This methodology is based on a real community strategy of a vibrant European city and is presented to you only as a guidance how to structure your own community marketing strategy. Please do not copy and paste. Instead, use the offered marketing categories and statements only as examples for inspiring your own wording.*

1. Introduction to community marketing strategy

- a) Community marketing efforts aim to attract people and industries to your community. Thus, a good community marketing strategy reflects the logic of push and pull – factors. Push and pull factors in geography refer to the causes of migration among people. The reasons can be social, economic, environmental or political in nature. People migrate from a place because of unsustainable conditions such as insecurity or unemployment - these are referred to as push factors as they drive people away. The factors which attract people to live in a particular environment can include security, employment, political stability and climate. They are referred to as pull factors
- b) Usually the pull – factors which are valid for a specific community are highlighted in community brand concept
- c) Successful community marketing requires development of interesting and surprising content which is communicated to target audiences by using the most effective, modern methods, including digital
- d) The overall goal of Community Marketing Strategy is to integrate the identity of the community, the marketing message and the communication methods which are selected
- e) City marketing strategy steers the marketing of the entire community organisation. Thus, it requires a coordination of the efforts of all community stakeholders and quick adjustment of community leadership to changes

2. Specific objectives and indicators in your community marketing

(Examples)

Objective 1. Promote the vision for your community future and strengthen local pride

Your marketing aims to tell about your community brand and vision as inspiringly and successfully as possible. To realise your community vision for the future, the City organisation has to be bold and insightful with its actions. You must be ambitious with content development, together with your locals, businesses and other partners.

You welcome everyone to participate, to share your vision, and to help develop and promote your community as the city of people, encounters and actions that make an impact.

You invite locals to get excited and be proud of their city. You want to encourage them to create a deeper relationship with

their city. In your marketing activities, you will highlight the characteristics of different city neighbourhoods and the development of our unique communal urban culture.

To support city marketing, you will create concrete tools, such as a material bank of photos, videos and presentations, elevator speeches and stories, for use by the City organisation and partners.

Performance indicators:

- *Image surveys with citizens and local businesses*
- *Functionality and usability assessment of marketing tools*
- *Media monitoring in editorial and social media*

Objective 2. Increase awareness and appeal

Your community is a compact and surprising city that is buzzing with ideas and life. You want people to create a more emotional relationship with the city: the desire to belong to a group that is doing good things, and growing and enjoying the world's most advanced everyday life. Your objective is to increase awareness of your community globally, and communicate your excellent reputation as a business environment and fascinating city for tourism and events.

Performance indicators:

- *Image surveys with select international target groups, including business people*
- *Media monitoring in editorial and social media*

Objective 3. Make your community services and experiences more accessible and attractive

Your community may already offer plenty of services, intriguing events and pulse. However, information about them is typically only available in your language to the disadvantage of non-your-language speakers. You want to help people find and discover other fascinating people. Locals and visitors typically turn to digital channels for quick and easy-to-use location-specific information. It is therefore important for us to renew the City's digital offering.

Marketing strategy also have to pay attention to how people physically discover experiences and services. This means ensuring signs, routes, locations and venues are sufficiently branded and highlighted.

Performance indicators:

- *User and user experience metrics in select digital channels and physical locations of encounters*
- *Feedback from within the community organisation and cooperation partners about the functionality and usability of marketing tools*

Objective 4. Support your community brand's impact locally and internationally

Community marketing strategy should encourage community leadership to take a more active role as a facilitator of the community everyday life reflecting world's most advanced standards. The strategy should support and boost meaningful actions and offer expertise to help stimulate new ideas. The goal is to remove obstacles and to inspire citizens and businesses to make an impact, in both their work and leisure time. In all this, it aims to increase local wellbeing and make the community a more attractive place. Community marketing strategy should inspire the community to be perceived and recognised as a more agile and responsive cooperation partner in the future.

Performance indicators:

· *Community leadership and stakeholder participation in brand work with the commitment to actions that support the brand and related results*

Objective 5. Economic development marketing

Leading community marketing objective is to attract new businesses to the community, particularly key sector companies and professionals, more particularly:

- Attract research, development, manufacturing and innovation activities that create highly-skilled jobs
- Achieve a position as the best start-up and growth business hub in the region and be most business-friendly capital place.
- Invite more international meetings and conferences, business events, delegates and special interest visits to the community, particularly for key sectors.

Performance indicators:

- *Utilisation of the Community Council's scorecard and tourism statistics*
- *Development of indicators (e.g. start-ups and growth companies)*

Objective 6. Tourism and event marketing

- Increase income from tourism
- Increase the number of overnight stays in hotels and similar establishments, and the number of visitors to specific tourist attractions
- Extend visitors' stays
- Attract major international events and conferences to the community
- Increase the number of visits by international cruise ships and passengers (if applicable)
- Become the most interesting stopover city in the greater region from large world markets (if applicable)

Performance indicators:

- *Utilisation of the Community Council's scorecard and tourism and event statistics.*
- *International image surveys.*

These are only examples for performance indicators. The development of performance indicators is permanent process and is closely related to the process of creating the future Community Development Strategy. In addition, indicators may take into account community's success in select international rankings

3. Target groups and key messages for marketing

Target groups for a community marketing include citizens, tourists and business people & entities.

There are different target groups which are to be approached with specific key messages that are important to them. Traditional boundaries between target groups are breaking down. Therefore, it is essential to make community marketing content more consistent across the board. An event visitor is a possible future student; a conference guest is a possible future resident; and a tourist may one day become an investor.

Some community marketers have defined eight different motive-based profiles from these target groups. Some want to create, others want to experience new things, and some want to focus on their own specific areas of interest.

Understanding the true motives and objectives of different target groups helps marketers to craft and target marketing messages more effectively.

Target Groups Profiles

1. Young Urban Citizen

Motive: influence, create new

Target group profile for urban marketing, for example, a young urban citizen

What does he/she appreciate? Reach something significant and gain visibility.

What does he/she resist? Bureaucracy, resistance to change.

What does the community want to do? Increase the power and networking of your urban people. Grow a group.

What motivates them to take part in the development of the community? Desire to do meaningful things, gain reputation and glory. Hope to make a professional career.

What does the city require to make it happen? Rankings for key industries. Providing venues and facilitating bureaucracy. City as a link between different actors.

Ideas: For each key industry, one own world-class event every year. Attracting x number of additional international investments every year.

2. Young professional /student

Motive: influence, create new

Target group profile for business marketing, for example, founder of Start - Up, senior researcher, politician

What does he/she appreciate? Reach something significant and gain visibility.

What does he/she resist? Bureaucracy, resistance to change.

What does the community want to do? Increase the international reputation of young professionals and pave the way for new innovations.

What motivates them to take part in the development of Helsinki? Desire to do meaningful things, gain fame and honor, succeed commercially.

What does the city require to make it happen? Get city deeds for city leaders. The city allows beta testing of new ideas and speeds up processes so that innovations don't get stale.

Ideas: Beta Day = Restaurant Day of Urban Innovations, Recruitment goals for activists in city administration. Public facilities buzzing with cheap / free booking of parks, wilderness, fields, halls, warehouses and other strange, surprising places. A new channel for donors and activists. The pilot of the city who helps to get through the licensing processes and directs the right people.

3. Professional Worker

Target group for urban marketing, for example, a voluntary association of a district association or a charity

Motive: Make your own thing and gain appreciation in their field

What does he/she appreciate? Experience satisfaction and sense of belonging, and sees that his/her own contribution has an effect

What does he/she resist? Obstacles and delays

What does the community want to do? Grow a professional groups and share their success stories.

What motivates them to take part in the development of the community? The desire to contribute for the things that they consider important.

What does the city require to make it happen? Acknowledgment for achievers from the city (city champions). Telling Success Stories. Channels are also networked with sponsors and supporters.

Ideas: Establishing community award periodically. A community forum for community / volunteer work that brings together the actors from all sectors.

4. Entrepreneur/ Freelancer

Target group profile for business marketing, for example, restaurant entrepreneur or cleantech researcher

Motive: Make your own thing and gain appreciation in the field

What does he/she appreciate? Knowing being good at work and sees it is important to others

What does he/she resist? Bureaucracy, slow progress, obstacles to entrepreneurship

What does community want to do? Reduces the threshold for becoming an entrepreneur and facilitates the emergence of new business models. Ensure that the community is a good place for business, because the hierarchy is low, society is supporting creativity, business and family reunification.

What motivates them to take part in the development of the community? Community's success brings success to their own business.

What does the city require to make it happen? Low hierarchy. Supporting family and career integration, facilitating business creation. Utilizing the power of communities in business, creating links between leadership and City Actors.

Ideas: Quick decision making in new projects, no need to go through 17 hatches. Telling Success Stories. Sharing business paths. Telling concrete examples, eg about setting up a restaurant. Supporting immigrant entrepreneurship. A forum where communities and businesses meet.

5. Traveling Discoverer

Target Profile for Tourism and City Marketing, experienced and demanding traveller

Motive: Experience something new

What does he/she appreciate? Finding something new and unprecedented.

What does he/she resist? Trivial things for tourists.

What does your community want to do? Make the place a must-have and open-minded tourist destination.

What motivates he/she to take part in the development of your community? Proud to find something surprising, genuine and special. Wants to tell others about it.

What does the city require to make it happen? City drumming its interesting phenomena and promoting the emergence of a new communal urban culture.

Ideas: A comprehensive event calendar is critical. Throughout the year, urban culture available, among others. Organize Beta days a few times a year. Adopt Traveling Discoverer into a group of community friends. Establish a community forum, organize a Food Day. Invite testimonials that help travellers choose the right event to attend. Build a city with a vibrant street life. Promote start up activities outside the city center (eg. [Amsterdam's Wisselwinkel](#): a new entrepreneur will get a business premises for free up to 6 months).

6. Migrating professional

Target Profile of Business Marketing: A trained professional or student who is attracted to live in your community.

Motive: Experience something new

What does he/she appreciate? Find a city where can achieve its goals for a work and private life, can easily get a home and build a network.

What does he/she resist? Introversion, invisibility, prejudice, lack of guidance, language barrier and lack of communication in English.

What does community want to do? Raising the reputation of the community as a place with best daily life in the world, inspiring working environment, bringing more and more people into town.

What motivates he/she to take part in the development of the community? Leave its own mark.

What does the city require to make it happen? Helping the City Writers and the Migrating Experts to meet. Collaboration between universities, communities and business. Acting as a link between companies and universities in order to attract and retain professionals.

Ideas: Promote a Community Forum, where Migrating Experts can immediately get into their own. Sharing top-ranking stories on web pages. Recruiting international experts to city organizations. Use community programs as kindergartens and family leave etc. as a competitive advantage in marketing.

7. Thematic Visitor

Target group profile for Tourism and Urban Marketing, such as design freak, cultural enthusiast, family vacationer or stop over traveller who invests only in a specific experience

Motive: Dive into its own interest

What does he/she appreciate? Invest in its own thematic interest and meet other enthusiasts. It may vary from day to day.

What does he/she resist? Experiences designed as "Everything for All".

What does the community want to do? Promote events that enhance the city's reputation among Thematic Visitors.

What motivates them to take part in the development of your community? Desire to satisfy and promote its own hobby / interest.

What does the city require to make it happen? Provide a communication channel for micro events, so enthusiasts can easily find their own events and network.

Ideas: The Community Forum brings people together. A comprehensive event calendar is critical.

The city drums out small events. Mini - events can be bundled - ten similar-minded "mini-events" during a week is already a festival.

8. Expert Guest

Target group profile for business marketing, for example, congress delegate with special interests

Motive: Dive into its own interest

What does he/she appreciate? Learn and share a new passion.

What does he/she resist? Longevity, waste of time, difficulties in creating the right contacts. Everything that focuses on the subject itself.

What does community want to do? Get Expert Guests to town. Make the city an experimental field for them.

What motivates them to take part in the development of the community? Promoting innovations in its field, new perspectives for their own work.

What does the city require to make it happen? Unprejudiced multi-disciplines in congresses.

"No" to boring, business as usual type of approach, and "Yes" to your community strangeness and uniqueness. Special attention to congress guests, helping them to get meaningful contact with local life.

Ideas: Recruiting your community ambassadors. For example, the guest can be invited to a professor's family for a sauna or breakfast in the neighborhood. Promoting free-form networking in a low hierarchy. Looking for strange congressional spaces in nature. Plan a congress on a moving venue, like a ship flowing on the river.

9. Optimizer

Target group profile for Travel and City Marketing eg cruise passenger who wants to get smoothly on board, have a good fast meal on the way, or busy office person.

Motive: Accomplish its own goals easily and with good results

What does he/she appreciate? Journey goes without unnecessary stress and he/she is able to see everything essential.

What does he/she resist? Uncertainty, slowness, insecurity, tedious experiences, bad traffic, problems with the language barrier.

What does community want to do? Get the him/her to stay longer before departure and tell good stories about its experience with the community. Convinced that your community is not only smart and compact, but also an exciting city.

What motivates them to take part in the development of your community? Good experiences are shared proudly.

What does the city require to make it happen? Focus on functionality. Most important connections from station to port, for example, are designed to be functional and inspiring.

Keeping Critical Marketplace Ideas.

Ideas: Bringing all city services easily into a couple of clicks. Keeping city environment safe, for example, upgrading the Railway Station. Bringing a communal urban culture along critical paths. Find a new way to promote urban well-being.

10. Rational Business Visitor

Target Marketing Target Group Profile, for example, busy business traveller, tour operator or potential investor

Motive: Accomplish its own goals easily and with good results

What does he/she appreciate? Everything is done effectively, efficiently and safely, the right people are easy to reach.

What does he/she resist? Uncertainty, a waste of time.

What does community want to do? Raising the reputation of the place, raising awareness of the city's attractiveness over rational motives.

What motivates them to take part in the development of the community? Benefit for their own business.

What does the city require to make it happen? Nuclear Drumming Accessibility of decision makers, transparency of decision - making

Ideas: The city helps to contact the right factors among leadership and decision-makers.

Cooperation between city, science and business corner.

11. Citizen devoted to his/her neighborhood

Target audience profile for Urban Marketing

Motive: To avoid anything dictated by the outside

What does he/she appreciate? Not being forced to participate and get merged with others.

What does he/she resist? Upper community and events that do not take into account third parties.

What does Helsinki want to do? Ensure that he/she is on the periphery by its own choice and that all those interested are able to participate. Promote equality of residents.

What motivates them to take part in the development of the community? They don't want to take an active role but can still proudly tell the city story because it is part of their own community identity.

What does the city require to make it happen? Do not forget the well-being of the silent people. The city event calendar clearly communicated the various possibilities to find what it wants and nothing unnecessary. Take care of the vitality of the suburbs.

Ideas: Internal neighborhood competition. A new comprehensive calendar of events in the city, featuring small-scale and informal opportunities. Invest in peaceful leisure opportunities, for example, in the winter, hot spots in outdoor activities.

4. Marketing to citizens

Your community: A city of people, encounters and actions that make an impact on everyday life.

It's all about people. Your citizens, visitors and business people are the most important creators – and target group of marketing activities. By their actions they create the content that will build your community's future reputation.

Marketing to citizens is targeted at all the people living in the area. You want everyone to participate in building a better community in their own way: some by doing, some by participating, and some by staying tuned in to the buzz.

They play an important role in successful city marketing. This is why target group-related objectives and measures should be explained throughout the strategy.

Important considerations from marketers to community managers. These considerations shape the success in marketing to citizens:

- Design and offer easily accessible, attractive and interesting high-quality services and experiences, including public services, cultural events, hobbies and sports, and recreation services
- Support communal well-being and utilise community's diversity
- Develop and spread a culture of open dialogue and partnership, and provide opportunities for participation
- Communicate community's transformation and encourage people to participate in developing the city

In marketing to citizens, visitors and business people in the community can be recognised eleven different target group profiles (for details refer to chapter 3 above– target groups profiles):

1. *Young Urban Citizen* activists who want to make an impact and create something new;
2. *Young professional /student* who want to reach something significant and gain visibility;
3. *Professional worker* who wants to contribute for the things that he/she consider important;
4. *Entrepreneur/ Creator* who wants to create something new and who knows that community's success brings success to his/her own business;
5. *Traveling Discoverer* who wants to find something new and unprecedented;
6. *Migrating professional* who wants to find a city where can achieve its goals for a work and private life;
7. *Thematic Visitor* who has its own thematic interest and meet other enthusiasts;
8. *Expert Guest* who wants to learn something new and share a new passion;
9. *Optimizer* who can be a cruise passenger or a busy office person willing to see things going without unnecessary stress;
10. *Rational Business Citizen/ Visitor* who prefers everything being done effectively, efficiently and safely, and that the right people are easy to reach;
11. *Citizen devoted to his/her neighborhood* who wants to avoid anything dictated by the outside but can still proudly tell the city story because it is part of his/her own community

5. Economic development marketing

Main target groups in economic development marketing

1. Local and global site – selectors consulting companies considering relocation & expansion
2. Local and global decision makers and policy makers at companies and in key sectors, including various types of companies, from large enterprises to start-ups
3. Local and global experts attracted to your community, such as highly educated and creative specialists with insight into digitalisation and multi-disciplinary innovation, with a focus on ICT and digital skills
3. Local and global potential start-ups and entrepreneurs

Within the target group of economic development marketing, may be recognised five different profiles from the target profiles listed in Chapter 3:

- *Young Urban Citizen* activists who want to make an impact and create new things
- *Entrepreneur/ Creator* who want to do their own thing and become appreciated in their own field
- *Migrating professional* (Talent-on-the-move) that wants to experience something new
- *Guest Experts*, such as conference participants, who want to get immersed in their own special interest area
- *Rational Business Citizen/ Visitor* who want to achieve their targets with less effort and good results

Common key messages to all groups in economic development marketing:

Effectiveness: Your community is a knowledge hub where you can influence the future of the whole world. Here, fascinating people are designing better life. Plenty of good things have been – and are being – born here. Their impact is spreading. The high level of expertise concentrated in your community generate impressive results and attract companies, specialists and events to the city. Highlight in your branding concept the specific areas of your community economic development where these aspects are best presented.

Transformation & Growth: Highlight your community transformation and growth. The city is growing and developing rapidly and sustainably. This is opening up incredible opportunities for new initiatives and business models. Is your community one of the fastest-growing regions in your surroundings?

Key messages for companies' decision – makers and policy – makers in key sectors

Your community is a city of bold digital experiments and innovations. Here, people are working together to build the world's most advanced everyday life. Your community offers a high standard of living, special expertise in key sectors and a highly skilled workforce, especially in IT. Well-trained professionals are essential in order to attract companies to your city.

The community offers world-class, multidisciplinary research and development expertise. Companies in various fields work together with institutes, universities, the City, and other organisations, communities and citizens.

Give examples which can prove your statements.

Your community offers advanced infrastructure, high-quality education and research facilities, and safe and well-functioning daily life. Your city, like your country society as a whole, is reliable and trustworthy. Your strengths also include reasonable business taxation and competitive costs compared to other cities you compete with. In addition, your community boasts excellent flight connections to key regions and continents (specify). It is especially important that your community attracts key sector conferences and business events. To succeed in this, you need to leverage your reputation for world-class research and expertise.

Key messages for talent

Here, you can participate in solving significant problems on a global or local level.

The city is a safe and clean environment with advanced infrastructure, and is one of the best cities in the world for balancing work and family life. The city has an inspiring atmosphere. All this helps people as they work together to create the world's most advanced everyday life.

Basic education is free here and public pre-school education is of exceptional quality. Your country education at all levels is recognised as some of the best in the world.

Your community offers plenty of opportunities for relaxation and enjoying culture.

There are services for international specialists which support and accelerate employment and integration in the community.

Attracting talent requires specifically customised marketing concepts.

Key messages for entrepreneurs and start – ups:

For those interested in entrepreneurship, your city offers one of the most innovative environments in the world, as well as an extensive testing ground. Here, the whole city functions as a platform for experimentation and as a living lab.

Your way of working is productive. Citizens are dedicated people and there is a passionate entrepreneurial spirit. In your community, start-ups can grow by developing their offering together with larger companies and research institutes.

Your community offers an extensive and continuously developing start-up ecosystem. You have a business-friendly environment where people have the opportunity to create solutions to meaningful problems on a global and local level.

Your city may be a large city. However, its compact form and the flat hierarchies in organisations, business and social life, mean there is incredible accessibility to decision makers and professional networks.

6. International marketing of tourism and events

Target groups in international marketing of tourism and events

The most important target groups for tourism marketing are:

- Daytime visitors
- Overnight & multiple nights city vacationers
- Stopover travellers
- Cruise ship passengers

For the target group of overnight & multiple nights city vacationers, stop over travellers and cruise ship passengers marketing is designed internationally, addressed to conscious travellers looking for new experiences. These people are trendsetters who value sustainability and are interested in global issues.

Your community is an interesting destination for selective, quality-driven people who travel frequently and are hungry for new experiences. They may travel to a place to advance a hobby or an interest. Alternatively, they may drop by your place to experience everything essential within a limited time.

You may recognise three distinct tourism and event marketing profiles:

(see the target groups above, in Chapter 3):

- *Traveller Discoverer* who want to experience something new
- *Thematic Visitors* who want to get immersed in their own topic of interest
- *Optimisers* who want to achieve their goals with low effort and good results

Key messages for travellers and travel businesses:

Tourism and event marketing highlights experiences of your community, based on the Brand Concept cornerstones:

Example:

- Fascinating contrasts of your place
- Unique and diverse community

Fascinating contrasts: Your community's unique open and participatory culture keeps producing new and unexpected phenomena that are rewarding for all kinds of visitors, from near and far. Your place offers fascinating contrasts, such as pulse and peace, city and nature environment, light summers and dark winters. These fascinating contrasts energise locals to create original urban culture, unique events and happenings.

The secret to the city lies in its rich and varied neighbourhood identities. You can discover all kinds of citizen initiatives that represent authentic urban culture and benefit the whole community. Visitors can easily experience local life, participate in doing good things – and make an impact.

Unique and authentic experiences: You aim to tell different stories about your place that appeal to international visitors, such as: Your community's exotic atmosphere and the buzz around your communal urban culture; your community special design; art and science; your relationship with surrounding localities and eventually long urban coastline; your closeness to nature and its resources.

Your unique cuisine, and its passionate advocates, will become a more visible part of tourism marketing. Your community changing seasons, light midsummers versus (may be) mystically dark winters, and "Christmas (or other unique religious holidays) in your place", will be used effectively in marketing. You will also base tourism marketing on unique events and interesting urban culture, as well as art experiences.

A highly accessible city and hub for travellers from other continents. Thanks to your community's compact size and excellent infrastructure, travellers have time to see and experience a great deal in a short time. However, people who stay a bit longer can enjoy the city without a tight schedule and use the city's vitality to recharge their batteries. Your community's strengths include its location and accessibility. It's easy to add other neighbouring destinations to your itinerary, including other countries. In addition, your community may be aims to attract a significant number of stopover travellers from other continents.

It is important for travel businesses to participate in your shared vision so that you can build a more inspiring and vibrant city and offer more rewarding experiences to both locals and visitors. The City organisation should support collaboration between partners in various fields and opens up possibilities for new types of entrepreneurship and innovative services.

Part of a shared vision for your community of 2020 - 2030 is may be to provide a platform for entrepreneurship and the growth of even more travel sector companies. You may want to support travel businesses so they can offer new, innovative, year-round travel products that combine your community's unique urban coastline, urban nature and urban experiences. You may want to encourage travel businesses to introduce and characterise your community way of life – and people, encounters and actions that make an impact.

7. Target markets for economic development marketing and international tourism marketing

7.1. Target markets for economic development marketing

Economic development marketing aims to attract domestic and foreign companies to become established in your community and to improve your community's reputation as a business-friendly city. In order to achieve this goal, you will need to communicate your community's high-quality business services (which are considered as instruments for improving community attractiveness) to local and global companies in key sectors.

Typically, it is challenging to efficiently limit the geographical reach of economic development marketing activities. Therefore, for example, community marketers target major international business events in your country and abroad, where there is a concentration of specialists from key sectors.

To improve your effectiveness, marketing is pursued jointly with various private and public partners. Important partners in international economic development marketing include site selectors, companies and public bodies. You will need to identify these audiences and to develop effective tactics for communication and involvement.

7.2. Target markets for international tourism marketing

Both domestic and foreign markets are important for tourism in your community. However, in some of the communities the goal is strong international growth, which is why your main marketing investments may be designed to target foreign markets. When selecting target markets, community marketers take into account trends and changes in global demand, as well as access to their communities. In addition, it is important to identify partnership opportunities and development projects that can support the city brand.

If you are a community, which offers unique historical and thematic artefacts you need to use marketing activities to reach your main target group, the "modern humanists", globally. Geographically, marketing is targeted at the most significant markets of departure in Asia (Japan, China and South Korea) and Europe, as well as the United States. Your neighbouring international markets are of particular importance in event marketing.

8. Marketing methods

Several marketing methods are of particular interest when marketing is being planned and implemented for the first time throughout a community organisation. How they are selected and how different marketing methods are emphasised may vary over the years.

It is not effective to base a city marketing on advertising campaigns. Instead, the aim is to build awareness particularly through earned media visibility (content marketing), unique events, brand ambassadors, and recommendations. Joint marketing with stakeholder groups is essential when implementing brand marketing.

8.1. Storytelling & Information, knowledge and data sharing (content marketing)

You are supposed to tell about the people, encounters and actions that make an impact, as well as your advanced everyday life and your business ecosystem attractiveness through interesting stories. You also may find interest in fascinating contrasts, including discord and the unexpected.

Plenty of good things have been – and are being – born in your community, some of which have local impact, and some whose ripples reach far around the globe. You will discover and share more and more stories about these actions with impact and the people behind them.

You may tell about authentic experiences: how people have ended up in your community and how the city has positively influenced them.

The objective is to introduce appealing personalities that people can relate to, and stories in which people will want to participate.

You may prioritise the most important groups from the many special interest groups that visit your community. You tell foreign specialists and media representatives about people, encounters and actions with impact. Locations to visit may include research institutes, companies, City of Helsinki organisations, start-up hubs and events, especially those related to key sectors.

8.2. Ambassadors: Your community citizens and international opinion leaders

The objective of your marketing activities is for as many locals as possible to want to tell their stories of the people, encounters and actions in your community that make an impact. This includes locals, visitors, business decision makers, and communities, as well as companies. You have as many potential local ambassadors as many grown up citizens your community has. You encourage them to share their local knowledge and experiences of their special city. Some communities develop a special Ambassadorship Programs which train community ambassadors how to structure and deliver your messages.

International marketing is predominantly targeted at opinion leaders who want to recommend your community to important target groups. The City organisation may invest in joint marketing with existing and new partners.

8.3. Events

Some of the most effective marketing opportunities for your community are events, based on your unique urban culture, design, art and science, and their related visibility and media attention.

You may focus on internationally relevant and locally attractive urban events that reinforce your community's unique characteristics. City marketing promotes diverse recreation opportunities that contribute to locals' well-being. You may actively seek to attract major international events that support your brand and your shared vision for the future of your community. Such events give you the opportunity to boldly communicate your messages to your target groups

8.4. Meeting places and open spaces in the city

The people and the impact they make together are your community's most important assets. This is why you use marketing to highlight places where people can meet each other, play, work and brainstorm new ideas. You may aim to improve access services and experiences and support communal well-being. The City organisation aims to help open up more physical and virtual locations and spaces for encounters.

8.5. Physical locations for encounters and services

You may develop locations where locals and visitors can meet in a casual, natural manner, while getting a positive impression of your community. You may encourage people to create services that generate encounters. Meeting places might include co-working spaces, neighbourhood centres, and public property, both outdoors and indoors.

8.6. Virtual spaces for encounters

You may participate in creating virtual places where locals and visitors can share their tips and experiences about your community.

8.7. Open city space

You may aim to remove unnecessary obstacles that hinder urban "Everyman's Rights" and make open spaces available for citizen initiatives and for people to enjoy. You may make your community's unique blend of urban nature closer, more relatable and easier to experience.

8.8. Communal urban development

An open culture of co-creation and co-operation may be evident and growing in your community. The City organisation plays a major role in building the world's most advanced everyday life. You want to promote people, encounters and actions with impact and communal urban development.

8.9. Joint development of services

You may aim to support a rich variety of bold and innovative services that enable the shared vision for your community in cooperation with partners.

8.10. Initiatives for international and local joint marketing

You may pursue joint marketing together with your partners. Your objectives are to help generate business that can make an impact locally and globally, to help the city develop and to support communal wellbeing.

8.11. Visibility and the experience of the brand in the urban environment

Your community brand must be encountered as widely and appealingly as possible in the urban environment. Accordingly, the brand must be taken into an account in spatial design and urban development. Each, and every encounter affects your community's reputation. You must actively and systematically develop the city environment to build a consistent and unified community brand.

8.12. Renewal of digital channels

You should renew your community digital channels and unify their coordination. Development work is focused on improving the user experience.

Official website for tourism and travel information should be renewed so that it is more inspiring and attractive. The new website will serve tourists and locals, as well as the business community.

You may aim to improve the findability and usability of services and events, including map applications and signs in foreign languages, as well as in your language. The foreign languages you use should reflect the markets you target. As the use and importance of social media continues to increase, you may aim to support digital services that help like-minded people share their experiences of people, encounters and actions that make an impact.

8.13. Renewal of marketing tools

You will need to create consistent materials to support your brand and its marketing and make the materials available to all who market your community. This renewal will be implemented in line with the new visual identity.

All the information in chapter 8 may be used as a ground for future content which you will develop in accordance with your Content Marketing Strategy and which content you will place in all possible digital channels suitable for your marketing.

