

## **Territorial Marketing in The Digital Age: Characteristics, Issues and Prospects\***

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### **Abstract**

Digitalization is transforming territorial marketing and regional economic development. In this paper we examine how regions can leverage innovative tools like crowdsourcing, social media advertising, and search engine marketing to enhance visibility, engage audiences, and drive growth. We address a gap in the literature regarding the application of digital marketing strategies within territorial contexts. We thus conduct a literature review pertaining to the effectiveness of these tools and identify challenges. We find that digital marketing reduces communication costs, improves brand promotion, optimizes transaction processes, and offers new avenues for stakeholder engagement. The precise targeting and real-time adaptability of digital advertising enhance territorial competitiveness. However, effectiveness depends on regions' ability to adapt, overcome structural and human capital challenges, and align strategies cohesively. Challenges include shortages of skilled specialists, structural constraints, and conflicting objectives among stakeholders. We conclude that integrating digital marketing into regional strategies is crucial for sustainable development. Regions must invest in digital infrastructure, training, and governance reforms to promote strategic alignment across all levels of territorial marketing.

**Keywords:** Digital Marketing; Territorial Marketing; Regional Development; Social Media Advertising.

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