



## Interactive Cultural Digital Map of Montenegro CultDMap

The project is co-financed by the European Union



### Collaborative grant scheme for innovative project ideas

Interactive cultural digital map of Montenegro (*CultDMap*)

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## Deliverable 3.5 – Prototype: Use of modern communication techniques to increase profit

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## 1. Modern Communication

Modern technology is ubiquitous and pervasive, on both an individual and corporate level. There is a high level of usage of information communication technology in society nowadays in the form of smartphones, laptops, tablets and personal computers. Modern communication methods, such as digital marketing and social media, have revolutionized the way that we communicate and interact with one another.

Modern communication techniques are the key to success for any project. By utilizing the latest communication methods, projects can boost their social media presence, improve user service and better connect with new and existing users.

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### 2. Modern Communication in Tourism

Tourism is one of the most popular industries in the world. It has a huge impact on both the economy and culture of different countries. It is also an industry that relies heavily on communication. The tourism industry has always been one of the most active industries in terms of communication techniques, but it has only recently started to use modern communication techniques such as social media marketing, influencer marketing, and content marketing. These modern communication techniques are expected to increase profits by providing new opportunities for reaching target audiences.

Modern communication techniques recently applied in tourism are mainly focused on upgrading and improving the tourist offer, providing real-time information on theatre, literary, sports, concert and other events at the location where the tourists are staying, while simultaneously enhancing the work of national and local tourism organizations, facilitating the more efficient linkage of tourism organizations with public and private companies, etc.

### 3. M-ticketing

One of the fast-paced trends of tourist offers in the world today is m-ticketing. Proper integration of the m-ticketing system could optimize and standardize business processes in

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the ticketing segment, finally presenting the integrated tourist offer of Montenegro as a whole on a daily basis.

CultDMap application could integrate m-ticketing system for locations that use it. Various venues that sell tickets could implement m-ticketing into their ticketing system. They would generate tickets which would come with their own unique QR code. Tickets generated this way could then be sold both on site and online.

CultDMap provides users with information about various cultural sites. Once the user taps on a particular site, brief information about the site is displayed along with a photo gallery. Swiping up expands the view to provide the user with more information. This view could also provide users with ticket information pulled from the m-ticketing system. A button could be implemented that would take the user to the website where the tickets could be purchased.

This symbiotic relationship would benefit both CultDMap and locations that offer tickets and to their visitors, and increase profits for all the participants.

The main way that CultDMap could monetize ticket sales is by taking a small percentage from the sale that was made through the ticket link on the location page. Main goal of the CultDMap project would be to create an ecosystem where all the entities that are connected to cultural heritage in Montenegro could sell tickets, or provide other products and services

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from the domain of cultural heritage. With growing cooperation we would see increased interest from both users and cultural heritage oriented entities creating a network effect.

We have plenty successful examples of this in almost every industry.

For example booking.com:

The premise of booking.com is a simple one: accommodation owners partner with the site and provide listing information for their properties, which subsequently show up in booking.com's catalogue of available rooms. The site also promotes hotels through search engine listings. Booking.com then takes a commission based on each booking made through the site. Popularity of booking.com draws in more customers, because of their extensive offer of accommodation, but also draws in more accommodation providers that don't want to miss out on booking.com's userbase, thus creating a network effect.

Based on this the main objective of CultDMap would be attracting users and entities whose business relies on cultural heritage to create a network effect as a foundation for growth and profit increase.

### 4. Developing an Ecosystem Using Modern Communication Techniques

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Communication is a key factor in cultural heritage. It is the way that cultural heritage gets translated to other cultures and generations through various media. Communication can be done through various forms, such as writing, music, or art.

Communication also plays a major role in preservation of cultural heritage. It is how we are able to share stories and information about our culture with future generations.

Communication is what helps us keep our culture alive for future generations to learn from and enjoy.

There are a few major areas in which modern communication techniques are now able to help provide key advantages to projects in generating customer loyalty and increasing profit, by improving customer service and raising awareness of cultural heritage through the use of modern communication techniques like:

- Content marketing
- Social media (Facebook, Instagram, Twitter)
- E-mail marketing, newsletter

The goal of the project in terms of its customer interactions is to generate loyalty. There's no better way to do that than to offer engaging content and to be responsive to customers.

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### 5. Content marketing

Content marketing is a marketing strategy used to attract, engage, and retain an audience by creating and sharing relevant articles, videos, podcasts, and other media. This approach establishes expertise and promotes brand awareness. It involves creating and distributing valuable, relevant and consistent content to attract and acquire a clearly defined audience – with the objective of driving profitable customer action.

In a 2021 study conducted by “HubSpot”, one of the major CRM software service providers, ranked blogging and video content as top 2 primary content forms of media used within the content strategy in 2021. In the same study 56% of marketers who leverage blogging said it's effective and 10% said it generated the biggest return on investment. Video was the number one format marketers used in their content strategy in 2021. (HubSpot State of Marketing Report, 2021) (Source: <https://www.hubspot.com/marketing-statistics>)

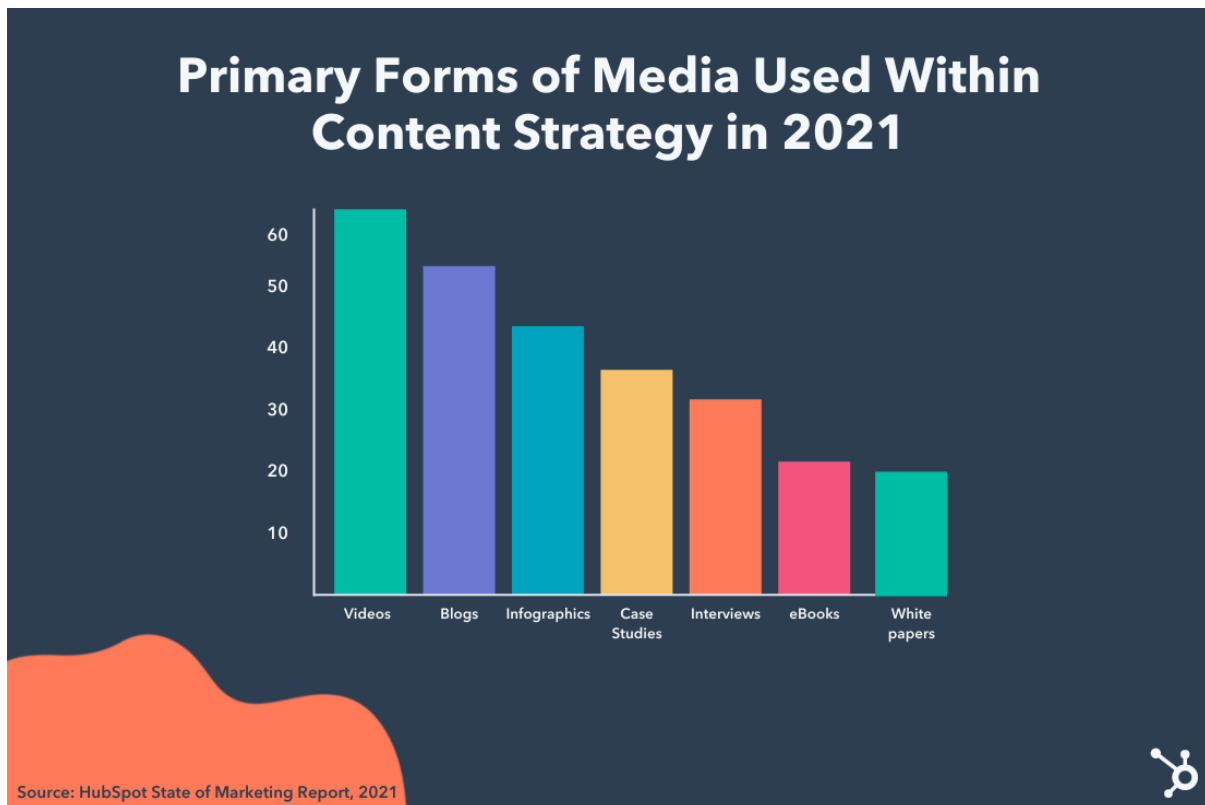
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*Image 1. Primary Forms of Media Used Within Content Strategy in 2021*

Based on this a content marketing strategy should be developed for CultDMap leveraging user's inclination towards consuming quality written and video content. Rich cultural history of both Montenegro and the pilot Municipality of Nikšić, spanning from the times of Ancient Rome to modern age can provide ample interesting topics to write about history and cultural heritage that would be interesting not only to people of Montenegro and Europe but the

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whole world. Interest sparked by the written content can lead to travel, and could lead to development of heritage tourism in Montenegro.

Video content in short to medium format (YouTube, Tik Tok) became extremely popular, especially in recent years. Montenegro, for a small size country has great natural diversity. In a span of 3 hours by car, you can get from highest snow covered mountain tops to the beach. Cultural heritage sites situated in this beautiful and diverse landscape, are interesting to tourist not just for their historic and cultural importance, but also for their beauty. All this would translate well to video format, and provide tourists with engaging content. During the pandemic, virtual tours also became quite popular. In collaboration with museums and other culture venues virtual tours could be created using m-ticketing to provide access.

### 6. Social media

Social media platforms such as Facebook, Instagram and Twitter are great examples of how people can communicate with others from all over the world. They allow people to share their culture with others by posting pictures, videos... Social media usage is increasing every year, and is a must for everyone trying to reach new audiences. In the January of 2022 report by Hootsuite, one of the largest social media management platforms, we can see that there are 4.62 billion social media users.

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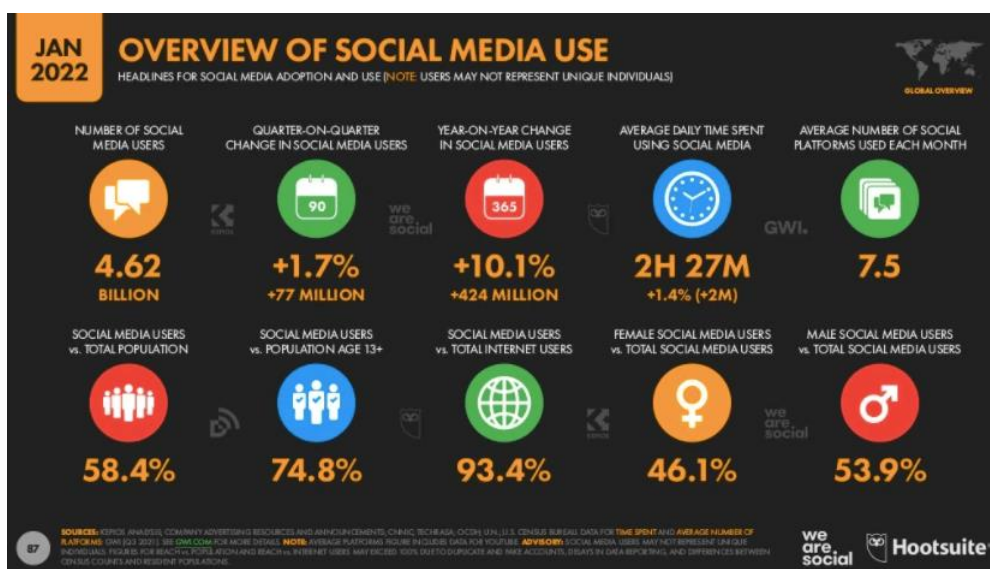


Image 2. Overview of Social Media Use (www.hootsuite.com)

Pictures, short written format, infographics, and short videos are all suitable, and can be used on every social media platform. At the end of each post a call to action would prompt the user to download the CultDMap app.

## 7. E-mail newsletter

A newsletter is a structured, regularly scheduled email that is sent out to the entire list of subscribed users. The content of newsletters for CultDMap project could be news from the domain of cultural heritage and tourism, events, and other information that users would find value in. A newsletter is about being consistent and creating a bond with users. Newsletters

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would also contain recaps of the content the project has uploaded such as blog posts or videos.

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