



## PROGRAM DESCRIPTION

Marketing is the key to success in present day competitive environment. This is true in banking business also. Digital marketing is a 'buzz word' in today's context which is catching up well in bank marketing. Digital marketing enables reaching large number of target audience at least cost. Banks are aggressively using this new found tool for increasing their business. This program on digital marketing is designed to give an overview of the new concept and develop skills to implement digital marketing aggressively.

**DURATION:** 2 days

## TARGET GROUP

Marketing officers/ Relationship Managers and front-line customer service officers in banks

## PROGRAM OBJECTIVE

The program aims at enabling the participants to:

- Understand the concept of marketing
- Learn basic concepts of digital marketing in banking and financial services
- Draw marketing strategies for the bank
- Use the digital marketing as a tool for business development

## PROGRAM CONTENTS

- Concept of financial products
- Digital marketing
- Social platforms
- Digital Marketing strategies and advantages.
- Impact of digital marketing
- Digital Marketing Plan
- Case Study