

# Programme on **Digital Marketing for Banking and Financial Services**

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Januray 8 – 10, 2019



**Coordinators**  
**Prof Ateeque Shaikh**  
**Dr Kaushik Mukerjee**



**National Institute of  
Bank Management  
Pune, India**

# Programme on Digital Marketing for Banking and Financial Services

## Background

The digital and the technological world is evolving on continuous basis affecting the way businesses reach out and interact with their customers. Banks and financial institutions need to adapt to the changing world for customer acquisition, retention and developing long term relationships with their consumers. Banks and financial institutions that adapt to the changing digital worlds will thrive and those that don't will have to fight for their survival. The global digital advertising spending in 2017 was USD 229.25 billion dollars which is estimated to reach USD 334.5 billion in 2020 indicating a continuous increase of proportion of total digital ad spends in the overall advertising expenditure. A major chunk of this ad spend is being captured by google and Facebook.

The traditional means of marketing (i.e. advertising through mass-media) is not yielding great results anymore. The time has come for banks to target individual customers through targeted campaigns using digital marketing. This is more cost-effective and ensures proper reach with little spill-over effects. This training programme will equip participants with a framework to develop integrated digital marketing strategy to deliver marketing objectives for banks and financial services. The participants will be able to compare and contrast their plan with the best practices in the financial services domain as well as other sectors.

## Programme Objectives

- To enable participants developing a comprehensive digital marketing strategy to deliver marketing outcomes for banks
- To enable participants design and implement digital marketing plans in alignment with the traditional marketing plans for their banks.
- Promote the products and services of their banks through digital media for lead generation, customer engagement and retention
- To understand various digital marketing measurement tools & its usage to draw key insights to optimize the campaign performance

## Course Content

- Strategic Digital Marketing plan
- Integration with traditional Integrated Marketing Communication
- Search Engine Optimisation (SEO)
- Search Engine Marketing (SEM)
- Google Adwords
- Display ads
- Social Media Marketing
- Facebook Ads
- Google Analytics
- Email Marketing
- Mobile / SMS Marketing
- Digital Marketing funnel lead generation and conversion rate optimization
- Digital Marketing Technologies

## Pedagogy

The programme pedagogy will involve interactive lectures, case analysis, hands on exercises and actual implementation of some of the digital marketing practices in the training programme.

## Target group

The programme is aimed at bankers responsible for digital and social media marketing, from marketing and planning departments of banks, regional and zonal heads.

## Dates

Januray 8 – 10, 2019

The programme will commence at 9:00 am on Tuesday, January 8 and will conclude by 5:00 pm on Thursday, January 10, 2019.

## Venue

NIBM Campus, Kondhwe Khurd  
Pune, India.

## Accommodation

The programme is fully residential. Participants will be provided well-furnished single room AC accommodation in the Institute's hostel complex on the campus. However, they will not be permitted to bring their family members to stay on the campus. In case any Officer/Executive with physical/medical disability is being nominated, kindly inform us in advance with particulars of disability to facilitate necessary arrangements.

The Institute has facilities for outdoor and indoor games and a large walking/jogging trail for physical fitness besides a yoga centre. Participants are therefore encouraged to bring appropriate clothes/gear.

## Programme Coordinators

Prof Ateeque Shaikh  
Assistant Professor

Dr Kaushik Mukerjee  
Associate Professor

## Last Date for Receiving Nominations:

December 29, 2018

## Last Date for Availing Early Bird Incentive of 5%:

December 24, 2018

(See fee structure on home page of the website)

## Nominations and Enquiries

Please address your enquiries and nominations to:

Prof Ateeque Shaikh  
Dr Kaushik Mukerjee

Programme Coordinators  
National Institute of Bank Management  
NIBM Post Office, Kondhwa Khurd  
Pune 411 048, INDIA

Tel. : 0091-20-26716000 (EPABX)  
0091-20-26716115/339 (Direct)

Fax : 0091-20-26834478

E-mail : a.shaikh@nibmindia.org  
kaushikmukerjee@nibmindia.org

For further details, visit us at Website:  
www.nibmindia.org

## Programme Fee (per participant)

US \$ 1200 for foreign participant

(See fee structure on home page of the website for incentive)

	Fee	GST	Fee+GST	TDS
Member Banks :	26400	4752	31152	2640
Non-Member Banks :	31200	5616	36816	3120

The fee includes the cost of tuition, board and lodging facilities, teaching material, etc. (Goods and Services Tax (GST) @ 18% and TDS @ 10%. Kindly send the TDS Certificate on priority to NIBM).

## Mode of Payment for Indian Participants

- The fee may preferably be transferred by RTGS/NEFT/ECS to our A/c No. 20002400021 with Bank of Maharashtra, NIBM Branch, Pune (IFSC Code MAHB0001124). NIBM PAN No. AAATN0040P and GSTIN No. 27AAATN0040P1ZJ.
- National Institute of Bank Management  
NIBM Post Office, Kondhwa Khurd, Pune 411 048, INDIA.

## Mode of Payment for Foreign Participants

### Mode of Remittance: SWIFT\*

1. Name & Address of our Bankers : **Oriental Bank of Commerce**  
C-2, Shop No. 4-5, Bramha Estate  
Kondhwa Khurd, Pune 411 048  
Maharashtra, India
2. Name of the Account : **National Institute of Bank Management**
3. NIBM's Bank Account No. with Oriental Bank of Commerce : **Current A/C 11281131004402**
4. Bank's Swift Code : **ORBCINBBFCP**
5. Oriental Bank of Commerce A/c No. with Correspondent Bank : **36152559**
6. Preferred currency : **USD**
7. Correspondent Bank : **CITIBANK N.A.**
8. Swift code for Citi Bank : **CITIUS33**

**\* The Foreign Bank Charges/ SWIFT charges/Commission is to be borne by the remitter. The fees mentioned in the invoice/brochure is to be paid to NIBM, net of all bank charges.**

**\*Payments will be accepted only through electronic mode. Cheques/DDs/Pay Orders will not be accepted.**

- **For all electronic remittances, kindly send a confirmatory e-mail at: [accounts@nibmindia.org](mailto:accounts@nibmindia.org) giving details of the remitter and participant, name and dates of programme, etc.**

Please see programme fee structure on home page of the website for early bird incentive, incentives for SAARC and other developing countries, mode of remittance, Pune City route map and local conveyance.