



# Programme on Digital Marketing in Banking

June 10 – 12, 2019

*Coordinators*  
Dr Sarita Bhatnagar  
Dr Deepankar Roy



National Institute of Bank Management  
Pune, India

# Programme on Digital Marketing in Banking

Technological innovations implore the transition from traditional marketing to digital marketing. Internet has changed the way we communicate, learn, disseminate information and conduct our day to day work. Customer expectations of banking services are changing very rapidly and are influenced by convenience and savvy digital experiences provided by other service providers like retailers, entertainment industry, modern platform based businesses like transportation, travelling and entertainment. The ecosystem characterized by Fin Tech, smartphones, wallets, POS, UIDAI, moulds the customer desires to more personalized, contextual, fast and cutting edge financial solutions from banks. In order to match the pace of impact of digital technology on customer and the ecosystem, banks have started offering and innovating digital products and services.

All these developments, pave the way towards better marketing approach by banks. At all stages of marketing, right from acquisition, up to retention, service and checking attrition, banks have opportunities to perform better by virtue of digital technologies. But at the same time there is a need to reorient the marketing practices to successfully benefit from the said developments and build a brand that appeals to tech savvy digital customer base.

Digitalization has provided means to attain, engage and make customers the advocates of banking brand. The treasure trove of customer information fuels the analytics based marketing decisions to enable efficient targeting, segmentation, response, cross sell and upsell. Structural and social bonds created by digital marketing strategies lead to higher loyalty and better customer profitability.

In this backdrop, it becomes imperative for banking organizations to strengthen their digital marketing initiatives in quest of competitiveness and customer centricity goals.

This Programme on Digital Marketing in Banking aims to equip participants with information about emerging digital marketing perspectives in banking. It will discuss the latest digital products,

services and trends as well as insights on developing marketing practices suitable for digital era. Inputs on digital banking products, CRM, analytics, mobile, social media marketing and core technologies for digital marketing will be provided.

## Objectives

- ☞ To discuss the digital trends affecting bank marketing.
- ☞ To understand new digital products and services in banking.
- ☞ To understand the core tools and technologies for digital marketing.
- ☞ To provide insights in practicing digital marketing for customer acquisition, business development, retention and service.

## Content

- ♦ Marketing of Banking Services in Digital Era : Strategies and Best Practices
- ♦ Digital Banking Products
- ♦ Innovative Payment Technologies
- ♦ Mobile Banking and e Wallets
- ♦ Core Technologies of Digital Marketing
- ♦ Customer Relationship Management (CRM)
- ♦ Analytics Based Marketing
- ♦ Campaign Marketing
- ♦ Social Media Marketing
- ♦ Digital Fraud and Counter Measures

## Target Group

The programme is designed for officials from Marketing, Customer Service, Digital Banking and Retail Banking and IT Departments at the Head Office and from Controlling Offices as well as Branch Managers.

## Dates

June 10 – 12, 2019

The Programme will begin at 9.00 am on June 10 and will conclude by 5.00 pm on June 12, 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

### Dr Sarita Bhatnagar

Assistant Professor

(Strategic Planning, Marketing and Control Area Group)

### Dr Deepankar Roy

Assistant Professor

(Information Technology Area Group)

## 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).

## Last Date for

### Receiving Nominations:

May 31, 2019

## Last Date for

### Availing Early Bird Incentive of 5%:

May 25, 2019

(See fee structure on home page of the website)

## Nominations and Enquiries

Please address your enquiries and nominations to:

### Dr Sarita Bhatnagar

### Dr Deepankar Roy

Programme Coordinators

National Institute of Bank Management

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E-mail : sarita@nibmindia.org

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Website : www.nibmindia.org

## 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 NIBM GSTIN No. 27AAATN0040P1ZJ.
- National Institute of Bank Management  
NIBM Post Office, Kondhwe 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  
Kondhwe 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.