

August 17 – 20, 2020
(Online course duration 10 to 12 hours)

Online Programme on
Digital
Marketing
in Banking



Coordinators
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National Institute of
Bank Management
Pune, India

Introduction

In the aftermath of COVID 19 crisis, we are likely to see significant acceleration of key digital trends. A fundamental shift is expected in banking sector with increase in online transactions, peer to peer payments and wallet usage, etc. This will provide a boost to digital marketing initiatives of banks. In order to match the pace of impact of digital technology on the customer and the ecosystem, banks need to innovate not only in terms of developing digital products and services, but also leverage this digital capability in developing better marketing approaches. At all stages of marketing, right from acquisition, upto retention, service and checking attrition, banks have opportunities offered by the digital technologies, 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. Proliferation and acceptance of digital products leads to operational effectiveness, cost cutting and customer convenience at the same time.

In this backdrop, it becomes imperative for banking organisation to strengthen their digital marketing initiatives in quest for 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 and discovering ways of connecting with new markets. Inputs on CRM, analytics, search engine marketing, campaign management, mobile and social media 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
- To develop a framework to design effective digital and social media strategies

Content

- ❑ Marketing of Banking Services in Digital Era : Strategies and Best Practices
- ❑ Digital Banking Products and Services, Digital Frauds and Countermeasures
- ❑ Innovative Payment Technologies, Mobile Banking and eWallets
- ❑ Core Technologies of Digital Marketing, Search Engine Optimization
- ❑ Customer Relationship Management, Analytics Based Marketing
- ❑ Campaign Marketing, Social Media Marketing
- ❑ Formulating an action plan for successful digital and social media policy
- ❑ Evaluating how banks can satisfy customer needs and lower customer acquisition and retention costs
- ❑ Developing a transition plan from offline to online connect with the customers
- ❑ Allocating resources across different channels

Target Group

- ❖ The programme is designed for middle and senior officers from Marketing, Customer Service, Digital Banking and Retail Banking and IT Departments at the Head Office and from Controlling Offices as well as Branch officials.
- ❖ Business leaders and managers, CMOs, product managers, marketing managers, online marketing and software development executives, consultants, digital and social media analysts can participate in an individual basis

Modalities

This online course will have 10 to 12 hours of engagement time, which includes several self paced study and live interactions of participants. The course will be conducted using NIBM's online learning management system (through Moodle, Impartus & Cisco Webex). The courseware will include the following:

- I. Reading material for self-study, Case study or exercise material.
- II. Video sessions comprising of:
 - i. Recorded videos sessions
 - ii. Live video sessions by faculty or guest lecturers, for discussions, clarification of doubt, etc.

Participants enrolled to the programme will be provided with login id and password to enter into the learning platform of the institute. Guidance will be provided for navigating through the various activities in the platform such as accessing courseware, viewing video sessions, participating in live sessions, etc.

The programme window will be open for maximum 4 days from date of commencement. Schedule for live sessions will be provided at the start of the programme. Executives attending the programme would need internet access on a desktop or laptop with preferably Google Chrome and Windows 10 platform to enable access to live and recorded sessions.

The programme will be interactive in nature and will be based on conceptual sessions, case studies, group presentations, etc. Sessions will be handled by NIBM faculty and Industry Experts.

Completion Certificate

A completion certificate will be given to the participant at the end of the programme.

Nominations and Enquiries

Nominations are invited from both Institutions and Individuals from India and Abroad. Executives working in Banks/Financial Institution/Consulting Firms/ Technology Firms in the Banking and Financial Services Domain can apply for the programme in their individual capacity.

Please address your enquiries and nominations to:

Dr Sarita Bhatnagar

Dr Deepankar Roy

Programme Coordinators

National Institute of Bank Management

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Web : www.nibmindia.org

Last Date for Receiving Nominations: August 11, 2020

Programme Fee (per participant) for 10 to 12 hours programme

US \$ 500 for foreign participant

	<i>Fee</i>	<i>GST</i>	<i>Fee+GST</i>	<i>TDS</i>
Member Banks :	8400	1512	9912	840
Non-Member Banks :	10500	1890	12390	1050
Individual Nominee :	10500	1890	12390	----

The fee includes the cost of tuition, access to reading material and recorded videos, etc. (Central 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, 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. : Current A/C 11281131004402
with Oriental Bank of Commerce
4. Bank's Swift Code : ORBCINBBFCP
5. Oriental Bank of Commerce A/c No. : 36152559
with Correspondent Bank
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 giving details of the remitter and participant, name and dates of programme, etc.**