



# INDIAN INSTITUTE OF BANKING & FINANCE

(ISO 9001:2015 Certified)

## **“Digital Marketing & Use of Big Data Analytics in Banking & Finance”**

**(For Public & Private Sector Banks, RRBs, SFBs, Cooperative Banks)**

**From 7<sup>th</sup> to 9<sup>th</sup> November 2023**



### LIVE CLASSROOM SESSIONS

**“Individual participants can also register for the programme at their own cost”**

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**Indian Institute of Banking & Finance,  
Professional Development Centre, Northern Zone,  
NEW DELHI-110 016**



## **“Digital Marketing & Use of Big Data Analytics in Banking & Finance”**

### **BACKGROUND**

During its 95 years of service, IIBF has emerged as a premier institute in the banking industry. Considering the emerging requirements of the bankers in the dynamic environment, IIBF has been offering certification courses and training programmes to the banking professionals.

The training programs are designed in consultation with the industry experts and human resources personnel with an endeavour to address the skill gaps on a continuous basis. The regular offerings in varied areas prepare the banking professionals ahead of the impending change.

IIBF offers virtual training programmes for its Blended Certification courses and many other programmes to facilitate learning across the country.

IIBF also has state-of-the-art training facilities at its Leadership Centre at Mumbai. The four Professional Development Centres (PDCs) at Delhi, Chennai, Kolkata & Mumbai cater to the increasing demand for the focused training programmes.

### **PROGRAMME HIGHLIGHTS**

The Banking services sector has undergone significant changes over past years due to increasing Liberalization, Core Banking Solutions and Advent of Digital Banking in a big way. This has resulted into -

- Emergence of new markets & players in financial services
- Significant shift from Brick & Mortar Banking to Online/Virtual Platforms
- Availability of Banking Services Anywhere, Anytime
- Shift from Suppliers' Market to Buyers' Market
- Cut throat Competition among players for Market Share
- Demand patterns changing overnight calling for new innovative products
- Customers' Expectations soaring high

The rise of Digital Technology has transformed the way business is done around the globe. Touch points such as mobile, video and social media continue to grow in importance, with the underlying need for improved data analytics. The consumers know the value of their personal information, and they expect their financial institution to know them, look out for them and reward them at all steps of their shopping and purchase journey.

Digitalization offers new opportunities for banks to place the customer at the center of the progress. The young generations have changed their consumption habits and banks need to adapt quickly so as not to be overtaken by new players in this sector. Nowadays it is very difficult to retain customers only on the basis of past relationship and loyalty as the marketing communications bar is being set by other industries and tech kings such as Google, Amazon and Apple.

If consumers' expectations are not met, they will simply ignore or block your communications, or abandon the relationship with your bank altogether. Therefore, improving the marketing communications process — from the consumer's perspective — will only drive growth, loyalty and profitability in today's fast changing environment.

In this backdrop, the Program on Digital Marketing & Use of Big Data Analytics in Customer Relationship Management has been designed considering the need of the Banks/FIs to strengthen their digital marketing initiatives to have a competitive edge over others following a customer centric approach. The program aims to equip participants with information about emerging digital marketing perspectives in banking & finance with inputs on latest digital products, services and trends as well as insights on developing Marketing Strategies suitable for digital era discovering ways for connecting with new markets. The program will also highlight the importance of Customer Relationship Management (CRM) and Analytics which have a great potential for better understanding of the customer for product development, segmentation, appropriate targeting, campaign management and maintenance of long term mutually rewarding relationship with customers.

## **OBJECTIVES**

- To understand the relevance of Digital Marketing & Use of Big Data Analytics in Customer Relationship Management
- To understand new digital products & services in banking and emerging trends
- To understand the tools & technologies of digital marketing for customer acquisition, business development, retention and service
- To understand the utilization of customer information and analytics in formulation of effective digital and social media strategies and marketing campaigns

## **CONTENT OVERVIEW**

- Changing Banking Scenario and the need for Digital Marketing
- Digital Products & Services in Banking and emerging trends
- Innovative Payment Technologies, Mobile Banking and eWallets
- Concept of Customer Relationship Management (CRM), Applications of CRM and Analytics in Banking
- Stages of effective marketing, handling different types of customers, Lead generation, referrals, closing the deal, push & pull style of selling - Internal Marketing - Analytics & Customer communication, campaigns design and execution
- Market Segmentation, Targeting, Area Mapping and ABC Analysis - Product pricing, new product pricing strategies, product mix
- Application of Artificial intelligence, Machine Learning in Marketing-Analytics, Business intelligence, data science for Marketing
- Integrating analysis with Customer Relationship Management - Social media analysis - Digital Marketing of Banking Products - Marketing analysis – Enhancing customer Value delivery
- CRM Strategies for growth in Retail and MSME business

## METHODOLOGY

**Virtual (Online) interactive lectures**, Case Studies, presentations and sharing of experiences on the Institute's licensed ZOOM Platform.

Live sessions by Faculty shall be conducted and participants can participate in the sessions from home or office using Laptop/Desktop.

Login details for accessing the sessions shall be shared on registered mail ids of participants 24/48 hours before the program.

## TARGET GROUP

**Branch Managers, Trainers and Officers/Executives of Banks/Financial Institutions at Middle/Senior Management level who are currently posted or proposed to be posted in sales, marketing, customer relationship /customer service roles.**

## DURATION

3 Days - From 7th to 9th November 2023. Timings 10:00 a.m. to 5.30 p.m.

## FEES

Rs.7,500/- (Rs. Seven thousand five hundred only) per participant plus GST @18% (Rs.1350/-) aggregating to Rs. 8,850/- (In case of TDS deduction, please send us TDS certificate).

Programme fees may be remitted to the credit of Institute's account as given below:

- Name of the Bank branch: State Bank of India, Vidya Vihar(West), Mumbai.
- Account no: 37067835430 IFSC code: SBIN0011710
- (PAN No: AAATT3309D and GST No. 07AAATT3309D2ZT)

(Kindly provide your GST Number in the nomination letter to facilitate raising of invoice)

For further details, kindly contact:

***Pl Contact: Ms. Anchal Arora, Mobile – 8295127117, 7488152733  
Email: je.pdcnz2@iibf.org.in***



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### NOMINATION FORM FOR ORGANIZATION WHO NOMINATES THE PARTICIPANTS

**Program title: Program on “Digital Marketing & Use of Big Data Analytics in Banking & Finance”**

**Date: 7th to 9th November 2023**

**Programme Type: Virtual (Online) mode**

**Details of nominee(s):**

Sl. No	Name	Designation	Branch / Office	Contact No.	E-mail (PERSONAL MAIL ID )*	E-mail (OFFICIAL MAIL ID )*
1						
2						
3						

**\*LOGIN DETAILS OF THE PROGRAM SHALL BE SHARED ON PERSONAL MAIL ID OF NOMINEE.**

Name of Bank/ FI: \_\_\_\_\_

Address: \_\_\_\_\_

GST Details of Nominating Bank: \_\_\_\_\_

**UTR Number and date of Fees remitted.** \_\_\_\_\_

Phone of Nominating Official: -----E-Mail of Nominating Official: \_\_\_\_\_

**Fees Rs. 7,500/- (Rs. Seven thousand five hundred only) per participant plus GST @18% (Rs.1350/-) aggregating to Rs.8, 850/- (In case of TDS deduction, please send us TDS certificate).**

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### NOMINATION FORM FOR SELF-SPONSORED CANDIDATES

**Program title: Program on “Digital Marketing & Use of Big Data Analytics in Banking & Finance”**

**Date: 7th to 9th November 2023**

**Programme Type: Virtual (Online) mode**

**Details of nomination:**

Sl. No	Name	Designation	Place of Posting	Contact No. (Mobile)	E-mail (PERSONAL)	<b>UTR NUMBER and DATE For FEES REMITTED</b>
1						

Name of Bank/ FI employed with:

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Address of Bank/FI employed with:

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