

From 26th June 2023 to 27th June 2023



INDIAN INSTITUTE OF BANKING
& FINANCE

Two Days Online Program

“Demystifying Digital Marketing for Effective Customer Relationship Management”

PROGRAM OBJECTIVE

To learn the Art of
Aligning Digital
Marketing Strategies
with Business Goals to
enhance ROI

To understand how the
Digital Channels can be
Leveraged to Optimize
Marketing of Banking
Products & Services

To understand
Customers in the Digital
World & Emerging
Technologies in Digital
Marketing

To Learn about Digital
Marketing Strategy,
Planning and Execution &
use of CRM & Analytics

CONTENT OVERVIEW:



Target Group:



Ideal for, Sales and Marketing
Departments and Retail Branch
Employees in Banking and Finance.

Pedagogy



Virtual (Online) interactive lectures,
Deep dive discussions, caselets,
Presentations. Sessions will be
handled by experienced faculties and
experts from industry.

Training Fees:



₹ 4,000/- per participant plus
GST @18% aggregating to
₹ 4,720/-

For Details & Nomination,
please contact:



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Click on the below Link
to Register for the
Training Programme

https://docs.google.com/document/d/1NtnbyfpzLl5laGi8ZpK6zwOzM58WEIe7/edit?usp=drive_link&ouid=114764616627133731654&rtpof=true&sd=true