



INDIAN INSTITUTE OF BANKING & FINANCE

(ISO 21001:2018 Certified)

Online Programme on “Digital Dominance - Mastering the Art of Marketing Online”

14th to 15th February 2025



LIVE CLASSROOM SESSIONS

“Individuals can also register for the programme at their own cost”

Programme Co-ordinator: Dr Thiruma Valavan A ,

Deputy Director, IIBF

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**Indian Institute of Banking & Finance,
Kohinoor City, Commercial II, Tower 1, 3rd floor,
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Kurla (W), Mumbai – 400070.
Website: www.iibf.org.in**



INDIAN INSTITUTE OF BANKING & FINANCE

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Virtual (Online) Programme on “Digital Dominance - Mastering the Art of Marketing Online”

BACKGROUND

During its 96 years of service, IIBF which is an "Institute of the Bankers, for the Bankers and by the Bankers" has emerged as a premier institute in banking and finance education. Considering the emerging requirements of the bankers in the ever changing dynamic environment, IIBF has been providing training to bankers in select areas. IIBF has world class training facilities at its Leadership Center at Mumbai. It also has three Professional Development Centres (PDCs) at Delhi, Chennai & Kolkata with residential facilities at Delhi to accommodate more than 50 participants at a time.

PURPOSE

The Programme on **Digital Dominance - Mastering the Art of Marketing Online** has been designed considering the bankers' needs in this area. Marketing and customer care are essential part of commercial banking. Best customer service leading to customer delight is the key to success in business expansion in the current environment. The art of marketing involves the art of brand building; best customer service decides the edge over the other players in this competitive era. Considering the paradigm shift in the approach to marketing and customer service, a two days programme on the subject is designed by the Institute targeting the officials working in the branches including the front line staff in commercial banks, co-operative Banks, RRBs and SFBs. The programme envisages sharpening the skills for better marketing and customer care in this Digital Era. It covers different key areas like communication skills, business etiquettes, marketing different products, governing regulatory guidelines, etc. This is a trainee oriented virtual programme with more emphasis on presentations, interactions, case studies and sharing of experiences facilitated by experienced faculty Members.

OBJECTIVES

- ✓ To understand the relevance of marketing & essentials of customer service in this Digital Era
- ✓ To improve the knowledge and skills in Digital marketing with emphasis on relevant topics like segmentation, positioning, business etiquettes, moments of truth, push and pull style in marketing.
- ✓ To understand the regulatory guidelines and features in specific sectors in Credit like retail banking / SME financing products and Third party products in today's scenario.
- ✓ To understand the utilization of customer information and analytics in formulation of effective digital and social media strategies and marketing campaigns

CONTENT OVERVIEW

- The Digital Banking Revolution - Marketing Essentials in a Dynamic Era
- The New Marketing Funnel - Customer-Centric Strategies for Success
- Navigating Regulatory Frameworks for Customer-Centric Marketing
- Retail Banking Products - Innovating Marketing in a Digital World
- Marketing Digital Banking Products - Harnessing Technology and Analytics
- Precision Marketing - Market Segmentation and Strategic Targeting
- Beyond Products - Enhancing Customer Experience with Internal Marketing
- Mastering Communication and Negotiation in the Digital Age

METHODOLOGY

Virtual (Online) interactive lectures, Case Studies, presentations and sharing of experiences on Institute LMS (Based on Zoom)

Live sessions by Faculty shall be conducted and participants can attend 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. It will be helpful to the Faculties in the Training set-up also.

DURATION

2 Days. From 14th to 15th February 2025. Timings 10.00 a.m. to 5.15 p.m.

FEE

Rs. 4,000/- per participant plus GST @18% aggregating to Rs. 4,720/- (Rs. Four thousand seven hundred twenty only). (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 :

- ✓ Beneficiary Name - Indian Institute of Banking and Finance
- ✓ Name of the Bank branch: State Bank of India, Vidya Vihar (West), Mumbai.
- ✓ Savings Account No: 36919200263 IFSC code: SBIN0011710
- ✓ (PAN No: AAATT3309D and GSTIN NO. 27AAATT3309D1ZS

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

For further details and nomination, kindly contact:

Dr. Thiruma Valavan A, Programme Coordinator & Deputy Director Mobile : 95858 83789 Email: dd.trg2@iibf.org.in	Mr. LVR Prasad, Director (Training), Phone : +91-22-68507004, Mobile : 96504 33118 Email: dir.trg@iibf.org.in
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NOMINATION FORM FOR BANKS/ FIs

Programme title: “Digital Dominance – Mastering the Art of Marketing online”

Date: 14th to 15th February 2025 (Friday-Saturday)

Type: **Virtual (Online) mode**

PARTICIPANTS NOMINATED:

Sl. No	Name (Mr/Mrs/Ms)	Designation	Branch/Office	Contact No. (Mobile No & Landline No.)	E-mail (PERSONAL AND OFFICIAL MAIL ID BOTH)*
1					
2					
3					
4					
5					

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

Name of Bank/ FI: _____

Address: _____

GST Details of Nominating Bank: _____

Phone of **Nominating** Official: -----E-Mail of **Nominating** Official: _____

Fee: Rs. 4,000/- per participant plus GST @18% aggregating to Rs. 4,720/- (Rs. Four thousand seven hundred twenty only). (In case of TDS deduction, please send us TDS certificate).

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(Please provide your GSTN in the nomination letter)

Please send your nominations at the earliest to:

Dr.Thiruma Valavan A,
Programme Coordinator & Deputy Director
Mobile: 95858 83789
Email: dd.trg2@iibf.org.in



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FORM FOR SELF-SPONSORED CANDIDATES

Programme title: “Digital Dominance – Mastering the Art of Marketing online”

Date: 14th to 15th February 2025 (Friday-Saturday)

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

Details of nominator:

Sl. No	Name (Mr/Mrs/Ms)	Designation	Contact No. (Mobile)	E-mail (PERSONAL)	UTR NUMBER
1					

Name of Bank/ FI employed with: _____

Address for communication: _____

Fee: Rs. 4,000/- per participant plus GST @18% aggregating to Rs. 4,720/- (Rs. Four thousand seven hundred twenty only). (In case of TDS deduction, please send us TDS certificate).

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