



INDIAN INSTITUTE OF BANKING & FINANCE (ISO 9001:2015 Certified)

Online Programme on “Program on Digital Marketing in Banks & Service Excellence”

On 20th & 21st September 2023

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 programmes 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 Objectives:

- Importance of Data in the BFSI sector and the power of personalization.
- Different sources of Data & Prioritization of Data
- Understanding Market segmentation
- Exploring Digital marketing channels -For acquisition and retaining of customers
- Aligning Digital Marketing Strategies with Business goals
- Use of Analytics in Marketing
- Ethical and Regulatory Perspective (Digital Personal Data Protection Bill, 2023)

CONTENT Overview:

- ✚ Understanding Consumer Behaviour & preferences
- ✚ Customer Journey -Reaching and Engaging the Customer
- ✚ Introduction to Digital Marketing
- ✚ Search Engine Optimization, Search Engine Marketing, Social Media Marketing, E-mail marketing
- ✚ Formulation of Digital Marketing Strategies based on Ethical & Regulatory Perspective
- ✚ Using analytics to gain insights into customer behaviour.
- ✚ Campaign Design & Execution
- ✚ Multi-Channel Integration
- ✚ Customer engagement, conversions.
- ✚ Measuring Campaign effectiveness, and defining Return On Investment(ROI)
- ✚ Achieving Service Excellence

METHODOLOGY

Virtual (Online) interactive lectures, presentations on the Institute's licensed ZOOM Platform. Live sessions by Faculty shall be conducted and participants can view 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 programme.

TARGET GROUP

Officials working in Banks – Branch Banking , Relationship Managers

DURATION

2 Days - 20th & 21st September '23. Timings 10:00 a.m. to 5.30 PM

FEES

Rs. 4,000/- (Rs.Four thousand only) per participant plus GST @18% (Rs.720/-) aggregating to Rs. 4,720/- (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 Account: 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, kindly contact:

Ms Ravita Wadhwa; Email: dd.trgl@iibf.org.in, Phone number- 022-68507032



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NOMINATION FORM FOR ORGANIZATION WHO NOMINATES THE PARTICIPANTS

Programme title: Program on “Digital Marketing in Banks & Service Excellence”

Date: 20th & 21st September 23 **Mode of Delivery:** Virtual (Online)

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 PROGRAMMESHALL 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: _____



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NOMINATION FORM FOR SELF-SPONSORED CANDIDATES

Programme title:“ Program on “Digital Marketing in Banks & Service Excellence ”

Date: **Date: 20th & 21st September 23**

Mode of Delivery - Virtual (Online)

Details of nomination:

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

Name of Bank/ FI employed with:

Address of Bank/FI employed with:

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- ✓ **Beneficiary Name:** Indian Institute of Banking and Finance
- ✓ **Name of the Bank branch:** State Bank of India, Vidya Vihar (West), Mumbai.
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