**MAWA EVENTS**

**Address:** No. 857, Block A2. Leisure Commerce Square - No 9., 46150 Petaling Jaya, Selangor, Malaysia

**Phone:** +601116373203 | **Email:** info@mawaevents.net

# BANKING DIGITAL MARKETING STRATEGY

*"Unlock Growth and Customer Loyalty with High-Impact Digital Campaigns."*

## Schedule

| Venue | Fees |
|---|---|
| In-House | ASK FOR THE QUOTATION |

► **Available delivery methods:** Face-to-Face & Online Training, In-House Training

## Introduction

The **Banking Digital Marketing Strategy** course is designed to equip financial services professionals with the tools, techniques, and strategic insights necessary to thrive in the rapidly evolving digital landscape. With a focus on customer engagement, data-driven decision-making, and multichannel integration, this course covers how banks and financial institutions can build effective digital marketing strategies that drive acquisition, retention, and growth.

## Objectives

By the end of this training, participants will be able to:

- Understand the role of digital marketing in financial services
- Design customer-centric digital marketing strategies
- Leverage SEO, content marketing, social media, and paid advertising
- Utilize customer data and analytics for targeted campaigns
- Build and manage digital sales funnels for banking products

**MAWA EVENTS**

**Address:** No. 857, Block A2. Leisure Commerce Square - No 9., 46150 Petaling Jaya, Selangor, Malaysia

**Phone:** +601116373203 | **Email:** info@mawaevents.net

## Why Attend

With increased digital competition and evolving customer behavior, financial marketers must adopt agile and customer-first approaches. This course empowers professionals to stay ahead with impactful digital strategies tailored for the banking sector.

## Target Audience

- Marketing Managers and Officers in Banking and Finance
- Digital Marketing and CRM Professionals
- Retail Banking Product Managers
- Customer Relationship Managers
- FinTech Entrepreneurs and Marketing Consultants

## Individual Benefits

- Gain specialized skills in financial digital marketing
- Enhance your ability to plan, launch, and measure campaigns
- Stay competitive with knowledge of the latest digital trends
- Increase your value in both traditional and digital-first banks

## Organizational Benefits

- Improve customer engagement and retention
- Increase lead generation and conversion rates
- Optimize marketing ROI with data-driven strategies
- Strengthen brand presence across digital channels

## Instructional Methodology

- Interactive sessions with banking-specific digital case studies
- Hands-on exercises with tools like Google Ads, Meta Business, and email platforms
- Strategy mapping workshops and campaign simulations
- Real-world benchmarking of global digital banking campaigns

**MAWA EVENTS**

**Address:** No. 857, Block A2. Leisure Commerce Square - No 9., 46150 Petaling Jaya, Selangor, Malaysia

**Phone:** +601116373203 | **Email:** info@mawaevents.net

## Course Outline

**DETAILED 5-DAY COURSE OUTLINE (CUSTOMIZABLE)**

**Training Hours:** 7:30 AM – 3:30 PM

**Daily Format:** 3–4 Learning Modules | Coffee Breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 – 02:00

**Day 1: Foundations of Digital Marketing in Banking**

**Module 1:** Digital Landscape & Financial Consumer Behavior (07:30 – 09:30)

**Module 2:** Banking Value Proposition & Customer Journey Mapping (09:45 – 11:15)

**Module 3:** Omnichannel vs Multichannel Approaches (11:30 – 01:00)

**Module 4:** Case Study: Digital Transformation in Retail Banking (02:00 – 03:30)

**Day 2: Digital Campaign Planning & Content Strategy**

**Module 1:** Digital Campaign Lifecycle – Strategy to Execution (07:30 – 09:30)

**Module 2:** Financial Content Marketing & Storytelling (09:45 – 11:15)

**Module 3:** Email Marketing and Automation Tools (11:30 – 01:00)

**Module 4:** Workshop: Creating a Campaign Plan for Loan Products (02:00 – 03:30)

**Day 3: Performance Channels – SEO, PPC & Social Media**

**Module 1:** SEO for Financial Products & Local Listings (07:30 – 09:30)

**Module 2:** Google Ads and Meta Ads for Banking (09:45 – 11:15)

**Module 3:** Social Media Strategy for Financial Brands (11:30 – 01:00)

**Module 4:** Hands-On: Setting Up a PPC Campaign (02:00 – 03:30)

**Day 4: Analytics, Data & Customer Segmentation**

**Module 1:** Understanding Digital KPIs and Funnels (07:30 – 09:30)

**Module 2:** Google Analytics and UTM Tracking (09:45 – 11:15)

**Module 3:** Segmentation & Personalization in Campaigns (11:30 – 01:00)

**Module 4:** Dashboard Design for Marketing Insights (02:00 – 03:30)

**Day 5: Compliance, Strategy & Innovation**

**Module 1:** Regulatory and Ethical Considerations in Digital Marketing (07:30 – 09:30)

**Module 2:** Trends – AI in Marketing, Chatbots, and Personal Finance Apps (09:45 – 11:15)

**Module 3:** Building a 12-Month Digital Marketing Roadmap (11:30 – 01:00)

**Module 4:** Final Group Presentations & Certification Wrap-Up (02:00 – 03:30)

## Certification

Participants who complete the full program and final group presentation will receive a **Certificate in Banking Digital Marketing Strategy**, signifying advanced competence in applying digital marketing strategies to the banking and financial services sector.

## Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
- **Industry-Leading Faculty:** Courses delivered by seasoned professionals with hands-on experience.
- **Practical Insights:** Learn to turn theory into actionable strategies for real-world business impact.
- **Client-Focused Solutions:** Customized programs designed to achieve your organisation’s unique goals.

**MAWA EVENTS**

**Address:** No. 857, Block A2. Leisure Commerce Square - No 9., 46150 Petaling Jaya, Selangor, Malaysia

**Phone:** +601116373203 | **Email:** info@mawaevents.net

| | | |
|---|---|---|
| **In-House / Customized Training**<br>Interested in running this course for your team?<br>Please contact us: | TEL:<br>**+601116373203** | EMAIL:<br>**info@mawaevents.net** |

**Follow us:** **Facebook** **Twitter** **YouTube** **LinkedIn** **Instagram**

*© Material published by MAWA Events shown here is copyrighted. All rights reserved. Any unauthorized copying, distribution, use, dissemination, downloading, storing (in any medium), transmission, reproduction or reliance in whole or any part of this course outline is prohibited and will constitute an infringement of copyright.*