

BANKING DIGITAL MARKETING STRATEGY

“Revolutionize Customer Engagement – Digital Branding & Sales Strategies for the Future of Banking”

Schedule

Date	Venue	Fees
16 – 20 Feb 2026	Dubai, UAE	USD 3495 per delegate

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

Introduction

The digital banking revolution has redefined how financial institutions attract, engage, and retain customers. In an age where trust and personalization are key, mastering digital branding, communication, sales, and marketing strategies is essential for long-term success. This dynamic 5-day program empowers banking and financial services professionals to design and execute powerful digital marketing strategies tailored for the modern customer. Participants will explore tools and platforms for social media, content marketing, branding, data analytics, automation, and customer-centric sales approaches.

Objectives

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

- Understand the foundations of digital marketing within the banking sector
- Design omni-channel branding and communication strategies
- Leverage content, email, and social media marketing for client acquisition
- Use marketing automation and analytics for improved targeting
- Develop customer personas and journey maps to optimize engagement
- Align sales processes with digital consumer behavior and trust-building

Why Attend

- Learn from global banking and fintech branding case studies
- Master customer-centric digital strategies that deliver ROI
- Receive ready-to-use templates for campaigns, messaging, and automation
- Understand regulatory and ethical considerations in digital banking promotion
- Upgrade your team's capabilities to thrive in the digital-first economy

Target Audience

This program is ideal for:

- Digital Marketing Professionals in Banking & Finance
- Brand and Communication Managers
- Retail and Corporate Bankers
- Product Marketing Managers
- CX and CRM Specialists
- Financial Advisors and Relationship Managers
- Strategy Consultants in BFSI sector

Individual Benefits

Participants will gain:

- Practical skills in digital campaign design and execution
- Confidence in using modern marketing tools (SEO, SEM, automation)
- Stronger customer engagement and conversion strategies
- Tools to create content calendars, journey maps, and branding frameworks
- Enhanced professional profile with a banking-specific marketing certification

Organizational Benefits

Organizations will see improvements in:

- Customer acquisition and retention through digital platforms
- Enhanced brand trust and visibility in competitive markets
- Streamlined communication and content delivery systems
- Better ROI tracking and campaign performance through analytics
- Stronger alignment between marketing and sales teams

Instructional Methodology

The course follows a blended learning approach combining theory with practice:

- Strategy Briefings – Latest digital trends and frameworks in banking marketing
- Case Studies – Successful banking campaigns and digital transformation stories
- Workshops – Campaign design, persona creation, and messaging frameworks
- Peer Exchange – Discussions on challenges in regulated markets
- Tools – Templates for digital content, email automation, branding, and reporting

Course Outline

Detailed 5-Day Course Outline

Training Hours: 07:30 AM – 3:30 PM **Daily Format:** 3–4 Learning Modules | Coffee breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 – 02:00

Day 1: Digital Marketing in the Banking Sector

- Module 1: Introduction to Digital Banking & Customer Behavior (07:30 – 09:30)
 - Digital banking landscape and consumer shifts
 - Impact of mobile-first and AI-driven experiences
- Module 2: Omnichannel Strategies in Banking (09:45 – 11:15)
 - Creating seamless experiences across platforms
- Module 3: Branding & Trust in Financial Services (11:30 – 01:00)
 - Tone of voice, consistency, and visual branding
- Module 4: Workshop – Auditing Your Digital Presence (02:00 – 03:30)

Day 2: Social Media & Content Strategies

- Module 1: Social Media Trends in Banking (07:30 – 09:30)
 - Platforms, content types, and engagement techniques
- Module 2: Content Marketing in Financial Services (09:45 – 11:15)
 - Building authority through value-driven content
- Module 3: Video, Podcasting & Thought Leadership (11:30 – 01:00)
 - Interactive formats for trust-building
- Module 4: Workshop – Content Calendar Creation (02:00 – 03:30)

Day 3: Lead Generation, Automation & Analytics

- Module 1: Email & Funnel Marketing for Financial Products (07:30 – 09:30)
 - Lifecycle campaigns for onboarding and cross-sell
- Module 2: Automation Tools & CRM Integration (09:45 – 11:15)
 - From segmentation to personalization
- Module 3: Using Analytics & KPIs to Optimize Campaigns (11:30 – 01:00)
 - Metrics that matter in banking
- Module 4: Workshop – Building a Lead Funnel (02:00 – 03:30)

Day 4: Customer Experience & Sales Alignment

- Module 1: Customer Journey Mapping (07:30 – 09:30)
 - Identifying touchpoints and pain points
- Module 2: Personalization and Targeting Strategies (09:45 – 11:15)
 - Behavioral data for tailored offers
- Module 3: Aligning Sales & Marketing Teams (11:30 – 01:00)
 - Unified messaging and follow-up systems
- Module 4: Peer Exchange – CX Success in Banking (02:00 – 03:30)

Day 5: Regulatory Ethics & Campaign Finalization

- Module 1: Compliance & Ethical Marketing (07:30 – 09:30)
 - Data privacy, advertising standards, disclaimers
- Module 2: Designing Compliant Campaigns (09:45 – 11:15)
 - Case examples and audit tips
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Module 3: Final Presentations & Strategy Review (11:30 – 01:00)

- Group projects on campaign design
- Module 4: Closing Q&A + Certification Wrap-Up (02:00 – 03:30)

Certification

Participants will receive a Certificate of Completion in Banking Digital Marketing Strategy, validating their expertise in digital branding, communication, and sales aligned with banking and financial services best practices.

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