

Retail bank marketing strategies to increase branch deposits

The purpose of this slide is to represent strategies along with impact to increase the number of branch deposits. It will help banks to efficiently plan and implement strategy to grow their business. It includes various tactics such as improving local SEO, using online advertisements, develop mobile application and ensure excellent customer service.

Strategy	1 Improve local SEO	2 Use online advertisements	3 Develop mobile application	4 Ensure excellent customer service
Action steps	<ul style="list-style-type: none">• Improve map listing to appear on top of local searches• Keep updated information on business review sites• Create and share city specific content• Add text here	<ul style="list-style-type: none">• Create advertisement to promote each deposit service• Select target keywords to deliver advertisements to relevant searches• Consider using geo-targeting strategy• Add text here	<ul style="list-style-type: none">• Allow customers to make transactions quickly from anywhere• Add features such as account opening and funds transfer• Create an easy to operate user interface• Add text here	<ul style="list-style-type: none">• Identify target audience and understand their interests• Establish good and strong relationship with customers• Offer friendly and personalized service to customers• Add text here
Supporting facts	82% consumers search for local bank branches	82% smartphone users consider searching businesses online	42% people consider using mobile banking	75% of customer decisions are influenced by positive experience

Strategies Of Competitin Bank

Tao Wei



Strategies Of Competitin Bank:

Strategies of Competition in the Bank Card Business Jarunee Wonglimpiyarat,2005 This is the first book to describe the history of the innovation of the bank card from development to commercialisation It describes the strategies employed by innovators in order to achieve competitive advantage and the use of technology to manage implementation Interviews and questionnaire surveys are conducted with all the major player in the bank card industry Barclays Citibank American Express Diners Club Visa International Mondex International and Europay The result is a clear and penetrating insight into all aspects of the bank card market

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Economics And Management Of Competitive Strategy Daniel F Spulber,2009-06-15 This book provides a comprehensive and integrated approach to management strategy that is based on economics A basic introductory strategy text that integrates economic analysis with management strategy it takes into account global competition and high tech Internet developments and recognizes that companies today can no longer expect to sustain competitive advantage but must rely on innovation of products processes and transactions Although many of the principles are illustrated with numerical examples the text does not require a background course in economics or mathematics and does not contain technical graphs or equations Thus the book is suitable for undergraduate managerial economics and strategy courses as well as for introductory MBA courses in business strategy and as a companion to case studies

NEW MODEL OF SHARIA BANKING STRATEGY IN INDONESIA: KPPS ONLINE REPORT Cakti Indra Gunawan ,2018-10-01 This book is focused on Sharia Banking Strategy to face ASEAN Economic Community AEC This topic is discussed broad and deep at the same time to give better understanding for

economic and business student as well as lecturer and practitioner A new strategy called KPPS Strategy is found by research based on this book

Competitive Strategies in European Banking Jordi Canals,1994 A study of European banking using the analytical approach of a modern industrial economist It surveys both the changing structure of the commercial banking industry in Europe and the strategic implications of these changes Banking Strategies ,2006 Handbook of International Banking A. W. Mullineux,Victor Murinde,2003-01-01 The Handbook is especially recommended to MBA students and faculty and belongs in the reference collections of academic and research libraries Although each chapter may serve as a self contained unit readers will want to look at the larger picture by comparing and contrasting articles found in each part of the work It should prove to be a helpful source for those studying international banking economics and finance and international business Lucy Heckman American Reference Books Annual 2004 The Handbook of International Banking provides a clearly accessible source of reference material covering the main developments that reveal how the internationalization and globalization of banking have developed over recent decades to the present and analyses the creation of a new global financial architecture The Handbook is the first of its kind in the area of international banking with contributions from leading specialists in their respective fields often with remarkable experience in academia or professional practice The material is provided mainly in the form of self contained surveys which trace the main developments in a well defined topic together with specific references to journal articles and working papers Some contributions however disseminate new empirical findings especially where competing paradigms are evaluated The Handbook is divided into four areas of interest The first deals with the globalization of banking and continues on to banking structures and functions The authors then focus on banking risks crises and regulation and finally the evolving international financial architecture Designed to serve as a source of supplementary reading and inspiration the Handbook is suited to a range of courses in banking and finance including post experience and in house programmes for bankers and other financial services practitioners This outstanding volume will become essential reference for policymakers financial practitioners as well as academics and researchers in the field

China's Global Strategy Jenny Clegg,2009-01-20 This book takes a look at China s position a range of global issues arguing that its multipolar diplomacy offers a strategy to constrain US hegemony Many people assume that China will follow an imperialistic strategy and stand in direct conflict with the American empire However China is in fact taking a multilateral approach offering real assistance to developing countries and helping to build the institutions required to run a multipolar world Whist acknowledging China s own internal difficulties the book argues that its international consensus building could lead to a more peaceful and equitable world

Sustainability and Business Strategy Magdaline Chepkoech Koech,Patricia Nthunya Kavita,Kibuthu Rahab Wanjiru,Peter Ngibuini Kuguru,Mercy Masya,Margret Ndunge Musyoka,2022-12-30 TOPICS IN THE BOOK Relationship Between Bank Customer Retention Strategies and Customer Satisfaction in Commercial Banks in Machakos Town Resource Allocation and Strategy

Implementation in Commercial Banks Branches in Machakos Sub County Corporate Governance and Organizational Performance of Kenya Forest Service in Nairobi City County Porter s Generic Competitive Strategies Alliance Partnerships and Firm Performance of Mobile Telephone Network Service Providers in Kenya Internal Environment of the Organization and Strategic Choice in Cement Manufacturing Firms in Kenya Influence of Product Innovation on the Performance of Coffee Cooperatives in Kenya *Retail Banking Strategies* Bai,Aleda V. Roth,1990 **Developing Successful ICT Strategies: Competitive Advantages in a Global Knowledge-Driven Society** Rahman, Hakikur,2007-08-31 Presents research investigating the notion that information communication technologies ICTs have the potential to improve the lives of people and contribute to enhancing social conditions in developing countries through such concepts as the Knowledge Society open education and e governance **Proceedings of a Conference on Bank Structure and Competition** ,1995

Management Of Banking And Financial Services, 2/E Suresh Padmalatha,2011-09 The dynamic banking and financial services environment in the country calls for prudent decision making under pressure Management of Banking and Financial Services provides students and practitioners with a thorough understanding of managerial issues in the banking and financial services industry enabling them to evaluate the overall organisational impact of their decisions The first section of the book focuses on the basic concepts of banking and financial services and the other sections explain how these concepts are applied in the global banking environment as well as in India In addition to presenting the big picture of the banking and financial services industry the book also provides useful tips on the trade off between risk and return **Operations Management** R. Dan Reid,Nada R. Sanders,2020-03-31 As the business environment continues to rapidly change Dan Reid and Nada Sanders have developed an integrated approach that makes the introductory OM course accessible and engaging for all business majors Beyond providing a solid foundation this course covers emerging topics like Artificial Intelligence Robotics Data Analytics and Sustainability and gives equal time to strategic and tactical decisions in both service and manufacturing organizations *California. Court of Appeal (1st Appellate District). Records and Briefs* California (State)., Consolidated Case s A056217 **Managing and Using Information Systems** Keri E. Pearlson,Carol S. Saunders,Dennis F. Galletta,2023-12-27 Provides the knowledge and insights necessary to contribute to the Information Systems decision making process Managing Using Information Systems A Strategic Approach delivers a solid knowledgebase of basic concepts to help MBA students and general business managers alike become informed competent participants in Information Systems IS decisions Now in its eighth edition this fully up to date textbook explains the fundamental principles and practices required to use and manage information while illustrating how information systems can create or obstruct opportunities and even propel digital transformations within a wide range of organizations Drawing from their expertise in both academia and industry the authors discuss the business and design processes relevant to IS while presenting a basic framework that connects business strategy IS strategy and organizational strategy Step by step readers are guided through each essential

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