



DIGITAL MARKETING IN BANKING SECTOR

Presented by: Karim Hedwan

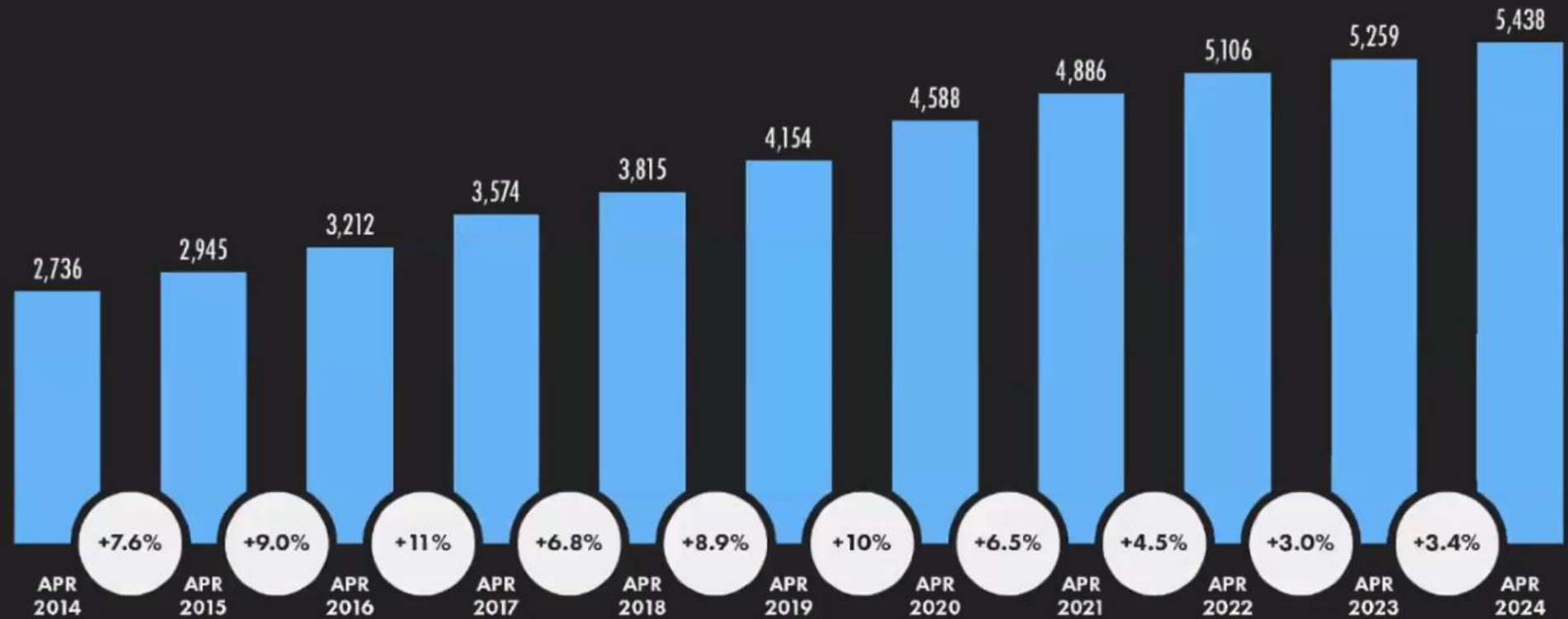
Date: 8 July 2024





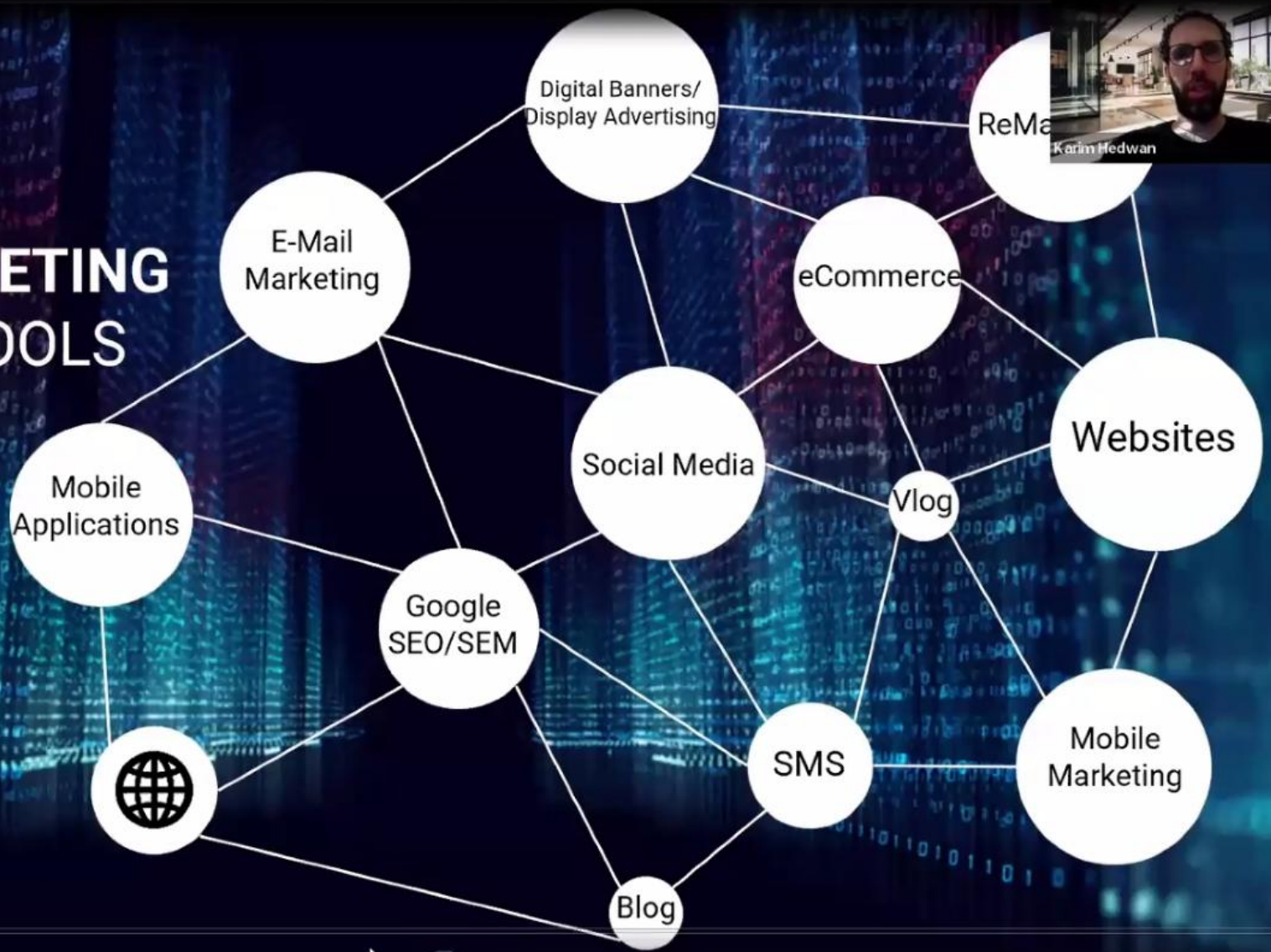
INTERNET USE OVER TIME (YOY)

NUMBER OF INDIVIDUAL USING THE INTERNET IN MILLIONS AND YEAR ON YEAR CHANGE

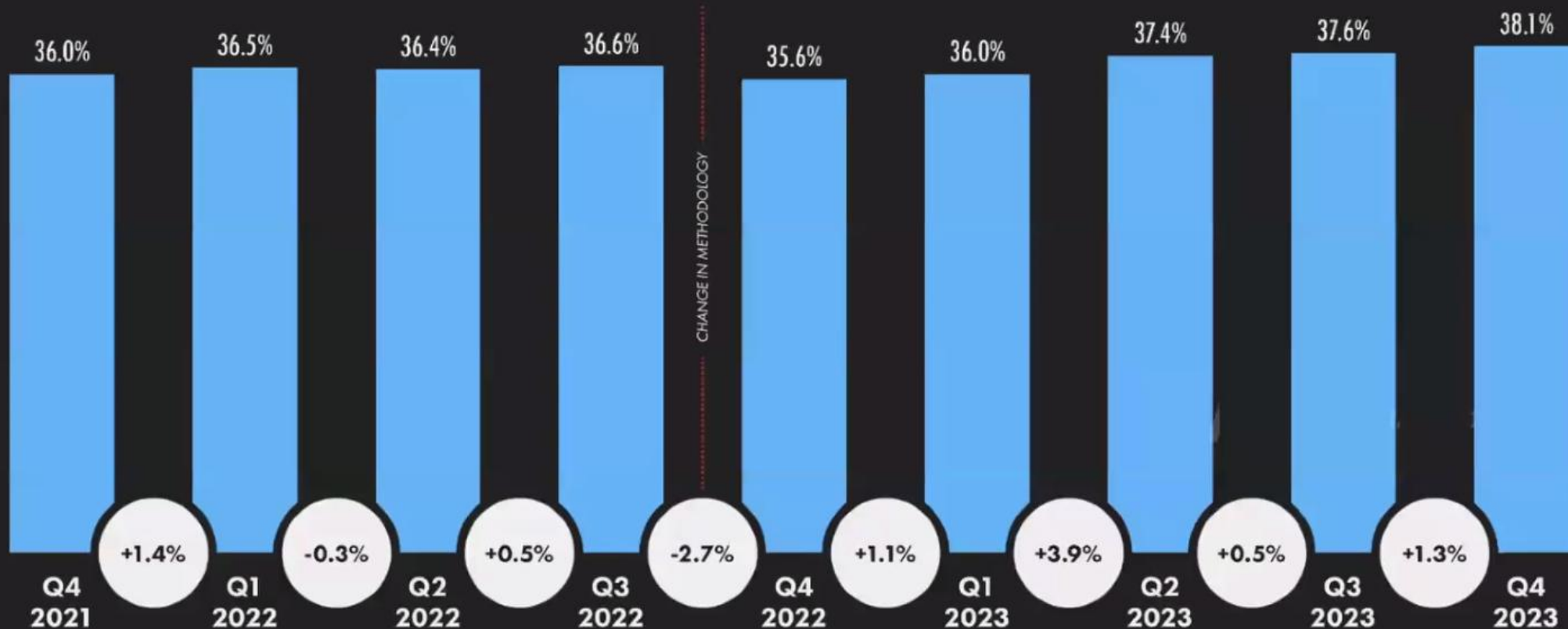




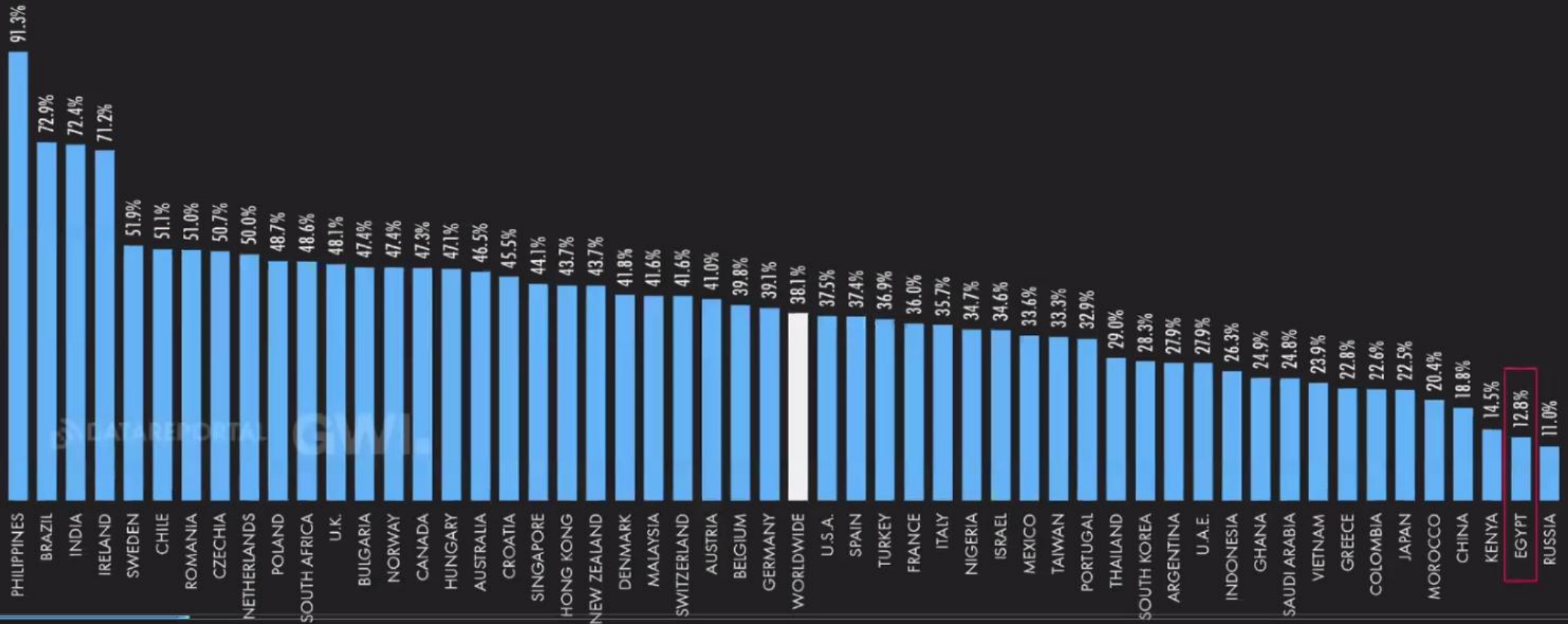
DIGITAL MARKETING TACTICS & TOOLS



USE OF ONLINE FINANCIAL SERVICE



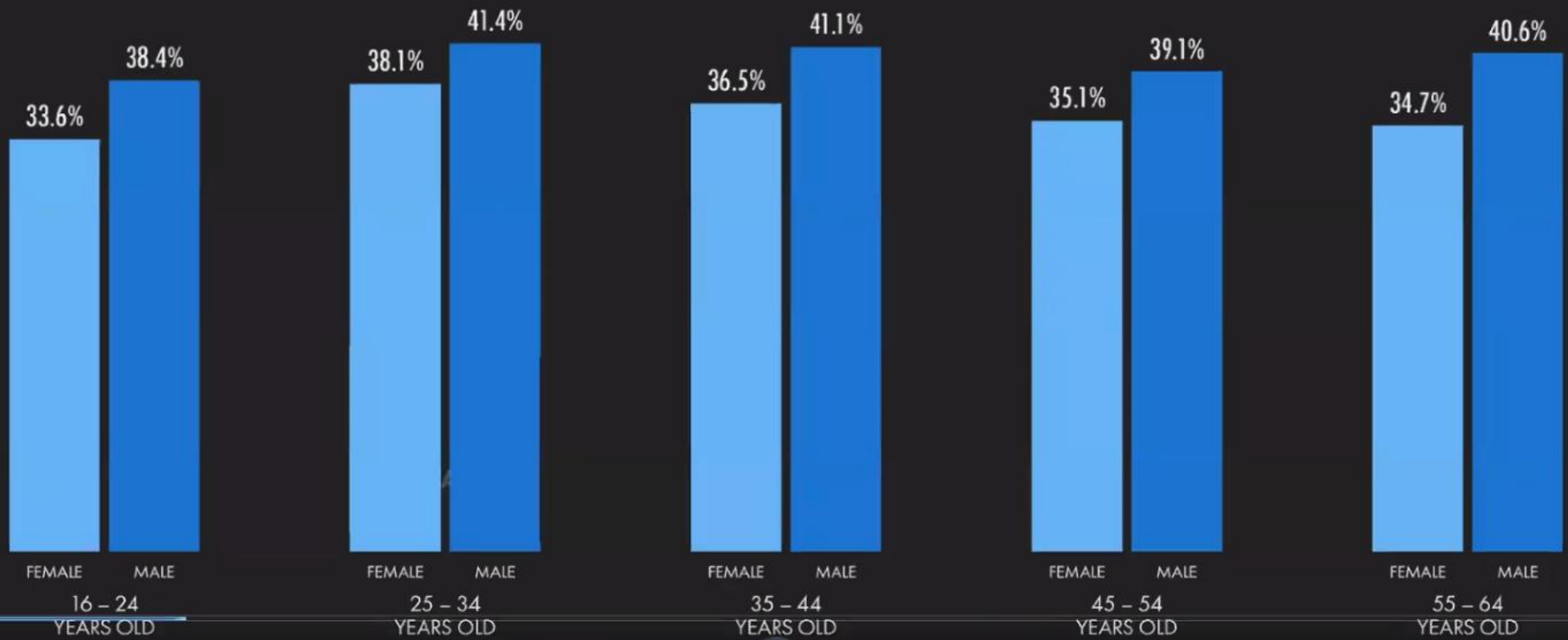
USE OF ONLINE FINANCIAL SERVICE



29:11



DEMOGRAPHICS USE OF ONLINE FINANCIAL SERVICE



Why Digital Marketing Became an Important Tool Reaching Out to Customers



**INCREASED
INTERNET USAGE**

COST EFFECTIVE

**TARGETED
ADVERTISING**

**MEASURABLE
RESULTS**

Analytics and data tracking for
better ROI

**CUSTOMER
ENGAGEMENT**

Direct interaction with customers



TARGETING



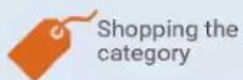
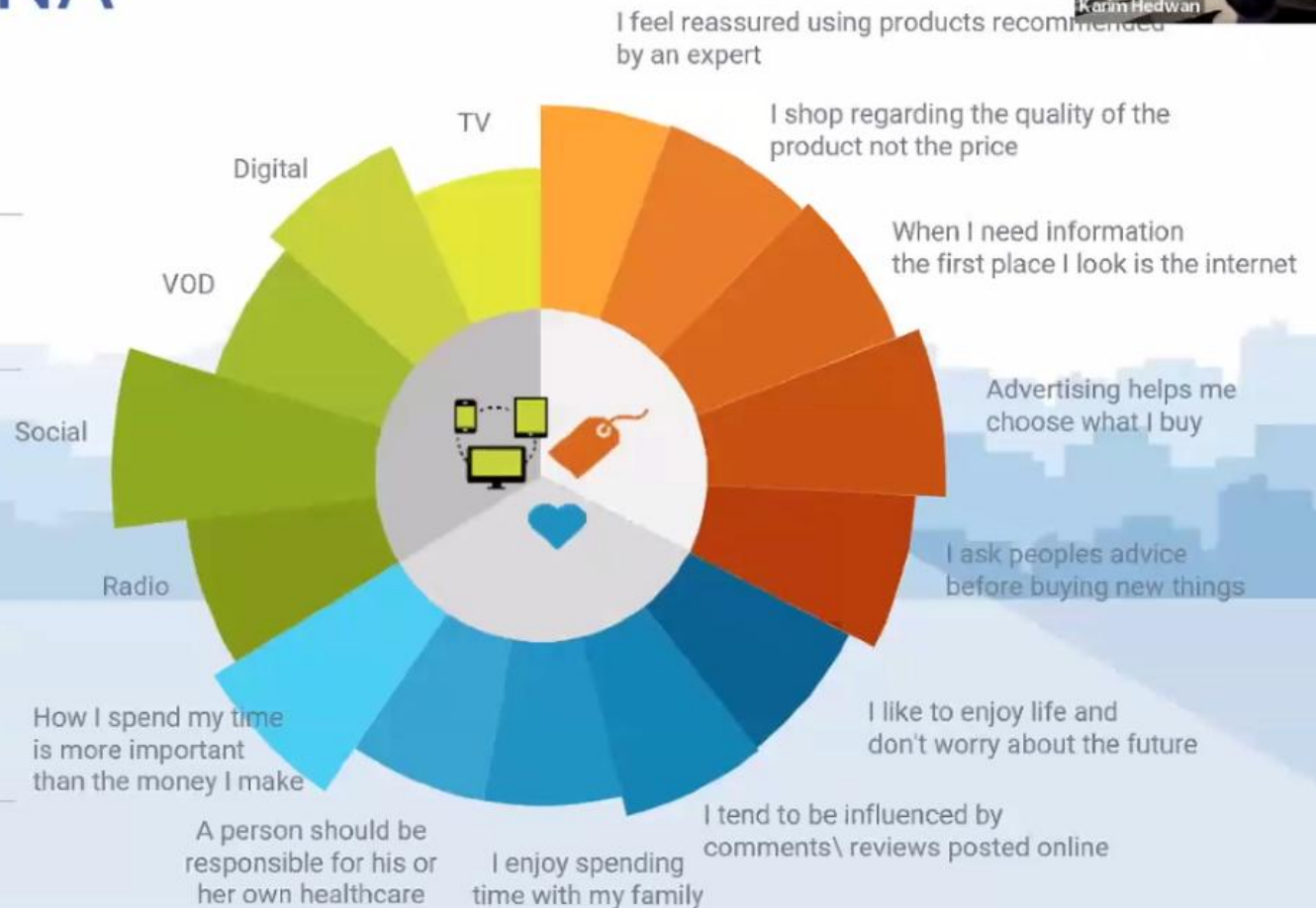
BUYER PERSONA



29 YEARS OLD

Single: 38%
 Married with kids: 52%
 Monthly HH Income: LE 4K-6K
 Completed University

Highly social; they are well-educated, and always on the move. They love spending time with their loved ones and making the most of things. Price is not a barrier for them, and they look for quick fixes for their health issues. Both conventional advertising and their own research help direct their purchases.



Importance of Digital Marketing to the Banking Sector



CUSTOMER ACQUISITION

Attracting new customers through targeted campaigns.

BRAND AWARENESS

Building and maintaining a strong online presence.

CUSTOMER RETENTION

Engaging with existing customers to build loyalty.

PRODUCT PROMOTION

Highlighting new products and services.

COMPETITIVE ADVANTAGE

Staying ahead in a competitive market.

PERSONALIZED SERVICES

Offering tailored services based on customer data.

RAISE AWARENESS

REACH/IMPRESSIONS: Show ads to the maximum number of people in your audience while staying within your budget. You can also choose to reach only people who are near your business locations.

ELEVATE CONSIDERATION

FOLLOWERS: You want to build an audience to amplify your message.

CALL-ONLY ADS: are designed to encourage people to call your business, and can appear only on devices that make phone calls. When a potential customer clicks your ad, the ad places a call to you from their device.

ENGAGEMENT: Get more people to follow your Page or engage with your posts through comments, shares and likes. You can also choose to optimize for more event responses or offer claims.

VIDEO VIEWS: Show your videos to people who are most likely to be interested in them and watch them to completion.

APP INSTALLS: Drive more installs of your app by linking directly to the App Store and Google Play Store. You can also choose to target high-value users.

MESSAGES: Prompt people to open more Messenger interactions. Scale your ability to have personal conversations with them – so you can answer questions, collect leads and boost sales.

INCR CONVE



WEBSITE VISITS: Grow the number of people who are visiting your site, app or Messenger conversation, and increase the likelihood that they'll take a valuable action when they get there.

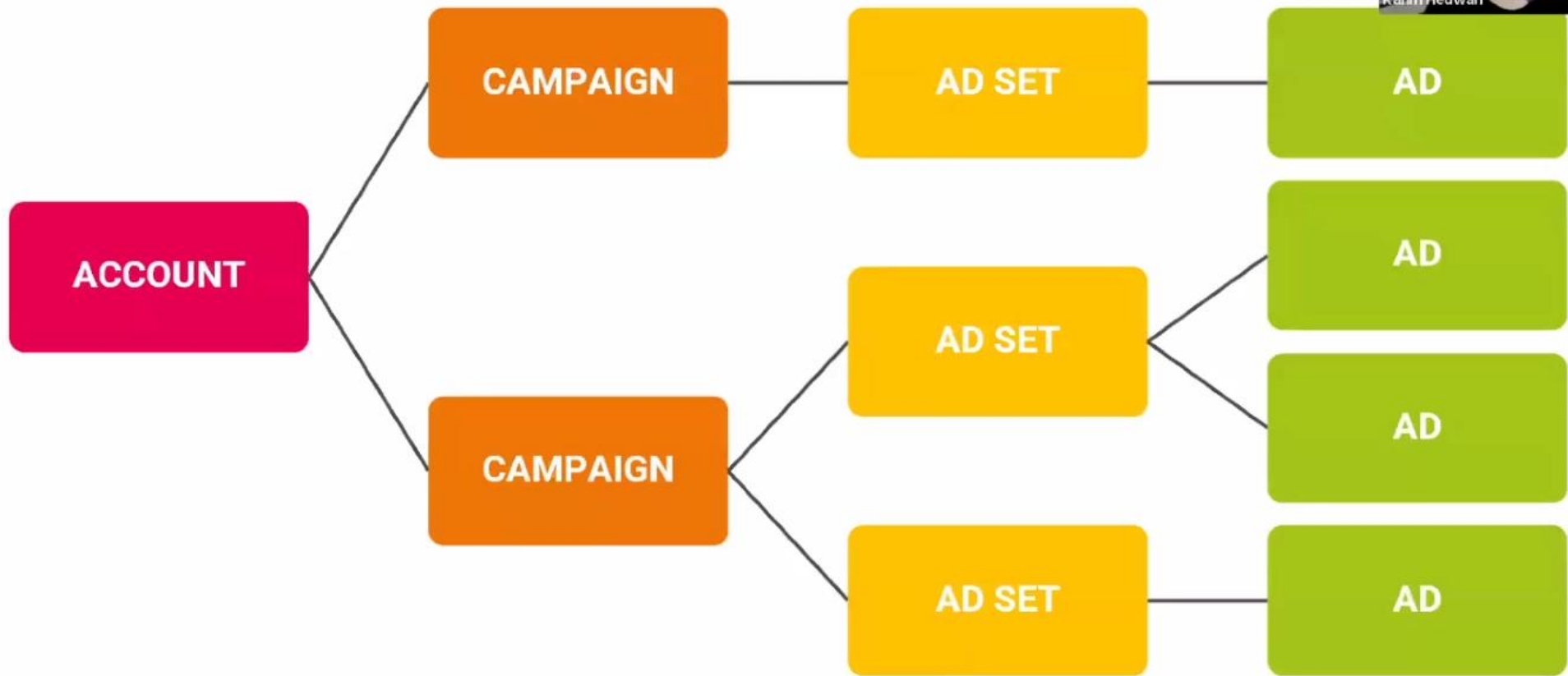
LEAD GENERATION: Make it easy for interested people to learn more about your business. Encourage them to sign up for more info or spend time with your app or website.

CONVERSIONS: Get people to take valuable actions on your website, app or in Messenger, such as adding payment info or making a purchase. Use the Facebook pixel or app events to track and measure conversions.

CATALOGUE SALES: Automatically promote the most relevant items from your product catalogue, and retarget people who have shown interest on your site or app.

STORE TRAFFIC: The store traffic objective is available to any business with multiple physical stores, restaurants, dealerships or other places of business.

CAMPAIGN STRUCTURE



Each Campaign corresponds to a single advertising objective, like driving website traffic, brand awareness, app installs .. etc.

Set a budget and a schedule for each of your ad sets. You'll also define your targeting, placement and bid settings at the ad set level.

Each ad set can include multiple ads with different images, text, call-to-action buttons, links or video.

WHAT IS AD RANK?



The Maximum amount you are willing to pay for a click on your ad.

- Ad Relevance
- Expected CTR
- Engagement



Mohamed Salah

1 hr · 🌐

Mohamed Salah's Post

Like Comment Share

All 130K 78.9K 25.8K 21.9K 1.5K 1.3K

- Beshoy Adel 274 mutual friends Message
- Amr Hegazy Add Friend
- دمعالي دياب Add Friend
- Eslam Reda Abdo Add Friend
- Ahmed Hegazy Add Friend
- Hana A Mohamed Add Friend
- Ibrahim Taha Add Friend
- Ahmed Farouk Add Friend
- Menna Elkholy Add Friend
- Youssef Ahmed Fatch Add Friend

Waleed Ibrahim
ناس اتحرقت امبارح ملهاش
سحك !!! على ايه على
فترة 🤔🤔

1h Like Reply See Translation

Karim Hedwan

Walid Afifi
مش وقتك خالص يا صلاح
أنت بتضحك و مصر في حداد!

55m Like Reply See Translation

Kareem Adel
مش وقتها الصورة دي يا صلاح

1h Like Reply See Translation

Ahmed Abou El Kasem
يعني إيه صورة زي دي؟ أنت كنجم وأيقونة لازم
تتعلم تميز.. البلد في كارثة وانت مش مهتم مثلا؟
لازم تعتذر عن تصرفك ده

56m Like Reply See Translation

Mohamed Gamal KAbou
النت قاطع عندك يا فخر العرب ولا ايه؟ في كارثة
حصلت في مصر مفروض تبقى واخذ بالك؟

37m Like Reply See Translation

Neveen Shalaby
ابه الخا ده 🌐

TRENDING

<https://www.trendsmap.com/>

<https://trends.google.com/trends/>



May

M	T	W	T	F	S	S
27	28	29	30	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31
1	2	3	4	5	6	7

Browse all days in **May** or **2020**

Browse all of the weird holidays in...
4th May, 2020

Design your presentations like a pro

START WITH A TEMPLATE

PRESENTATIONLOAD



4th MAY Star Wars Day



4th MAY K.I.N.D Day



4th MAY Candied Orange Peel Day



Karim Hedwan

إمتى آخر مرة قررت تجربي؟



DM Arts

SOCIAL MEDIA TOOLS

Ready to find out which social media marketing tools are best for your business? Let's dive right in.

ANALYTICAL

- Followerwonk
- Agora Pulse
- CrowdBooster
- Twitter Analytics
- Facebook Analytics
- Analisa.io

Content Creation

- BuzzSumo
- Tagboard
- Tailwind

BUYER PERSONA

- Socedo
- Socialbakers

OTHER

- Bitly
- Influential

CONTENT CURATION

- Followerwonk
- Agora Pulse
- CrowdBooster
- Twitter Analytics
- Facebook Analytics
- Analisa.io

MONITORING & SHARING

- Sprout Social
- SocialOomph
- Brand24

SECURITY

- ZeroFOX
- LastPass



- OptinMonster
- Audiense
- Tweepi

Graphics

- Visage
- Canva
- Animoto

News Filtering

- Feedly

