

# The Financial Services Marketing Handbook

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the roadmap to success for financial professionals using real world examples practical how tos and a structured approach to marketing strategy and tactics that covers the basics for beginners and inspires new ideas for marketing pros the financial marketing services handbook second edition gives sales and marketing practitioners the practical tools and best practices they need both to improve their job performance and their retail and institutional marketing strategies the fsm handbook guides marketing and sales professionals working in an industry characterized by cut throat competition client mistrust transformative technologies and ever changing regulation to understand the practical steps they must take to turn these threats into opportunities providing invaluable information on how to target win and retain profitable customers the book presents an overview of the basic marketing functions segmentation positioning brand building situational analyses and tactical planning as they relate specifically to the financial services industry with up to date case studies showing what has worked and more tellingly what hasn't the book demonstrates how to effectively utilize the marketer's toolbox from advertising and public relations to social media and mobile marketing discusses how social media twitter facebook blogs review

sites impact branding and sales packed with new information on landing pages email success factors and smartphone apps demonstrates how behavioral economics affect marketing strategy case studies and charts are fully revised and updated the financial industry is under intense pressure to improve profits retain high value clients and maintain brand equity without straining budgets the first edition has become an industry standard reference book and the financial services marketing handbook second edition gives sales and marketing professionals even more of the information they need to stretch value from each marketing dollar

now in its 3rd edition financial services marketing offers a balanced and useful guide to the topic that is both conceptual and practical the authors have drawn from extensive international experience to ensure that this text will resonate with users across the globe this edition is complemented by numerous international references examples and case studies featuring companies such as american express direct line barclays natwest rbs aviva and hsbc this fully updated and revised edition features an expanded section on regulation which has international reach and addresses the post brexit world greatly expanded coverage of digital marketing at both the strategic and tactical levels new material on how to improve a company's trustworthiness and safeguard a culture that is customer focussed new examples vignettes and case studies that showcase best practice from around the world b2b and b2c marketing upgraded powerpoint support on the companion website financial services marketing 3e will be hugely beneficial to academic students of marketing and finance as well as essential reading to those industry based and studying for professional qualifications

within a practical business context of the changing competitive climate this book details the implications for marketing strategy new chapters cover topics such as credit cards and customer care while several relevant case studies have also been added combining analysis of principles concepts and techniques with sound practical advice marketing financial services is ideal for students on degree and postgraduate courses including chartered institute of bankers there is also a tutor resource pack to accompany the case studies in this textbook

marketing financial services recognises that the major function of the financial services marketer is decision making it focuses on the major types of decisions and problems facing marketing executives strategies to win and retain b2b and b2c customers are discussed in the context of many financial services sectors including banks insurance companies investment trusts and stock exchanges this second edition has been thoroughly updated to reflect changes in the industry and the availability of new technologies the text has been made more accessible and includes gripping case studies to demonstrate the realities of financial services marketing in an unstable and competitive environment key features logical structure and improved pedagogy including new vignettes and detailed case studies an experienced and established author team gives expert advice international coverage shows you the big picture companion website offering powerpoint slides revision questions and answers to case study exercises and long case studies with notes and exercises

financial services marketing an international guide to principles and practice contains the ideal

balance of marketing theory and practice to appeal to advanced undergraduates and those on professional courses such as the chartered institute of banking taking an international and strategic view of an increasingly important and competitive sector financial services marketing adopts a fresh approach in terms of structure and is organised around the core marketing activities of marketing for acquisition and marketing for retention financial services marketing features strong international focus case studies and vignettes representing asia pacific europe and the us comprehensive coverage focusing on both b2b and b2c marketing expert insights into the latest innovations in the sector from technological developments crm and customer loyalty to issues of social responsibility financial services marketing will help both the student and the practitioner to develop a firm grounding in the fundamentals of financial services strategy customer acquisition and customer development reflecting the realities of financial services marketing in an increasingly complex sector it provides the most up to date international and practical guide to the subject available

the growth and diversification of the financial services market has led to an explosion in competition for customers and of new products of all kinds marketing planning for financial services is a sourcebook and checklist against which product managers in the financial services industry can build and validate their marketing plans the book illustrates the whole range of marketing techniques and puts each into its context within the financial services market roy stephenson s book covers the marketing process from preliminary market study right through to product management and customer relationship building a must for practising product managers in banks building societies insurance companies in fact the whole consumer and business to business financial services sector

this fourth edition of financial services marketing firmly reinforces the book s role as a leading global educational resource combining appropriate conceptual principles with practical insights on how financial products and services are marketed in the real world the authors draw upon their extensive international experience marketing some of the world s best known financial brands including lloyds tsb and barclays readers will gain a firm understanding of how financial products and services work within the commercial social economic governmental regulatory and environmental context in which they operate this fully updated and revised edition features a brand new chapter devoted to environmental social and corporate governance revised coverage of the impact of digital advances in all aspects of business models and marketing practice including how artificial intelligence ai and social marketing are changing financial services and customer experience the latest regulatory developments for safeguarding the fair treatment of customers new and improved case studies that showcase best practice from around the world upgraded support material including new teaching aids and references financial services marketing is essential reading for advanced undergraduate and postgraduate students studying marketing for financial services marketing strategy and consumer ethics in finance it is also suitable for executive students studying for professional qualifications and executive mbas

this new edition balances the theoretical and the practical for advanced undergraduates those specialising in financial services at postgraduate level individuals undertaking professional

courses such as those offered by the ifs school of finance and employees working within the financial services sector ennew waite draw from global business cases in both b2b and b2c marketing taking a unique approach in terms of structure by splitting discussion between marketing for acquisition and marketing for retention this fully updated and revised second edition features a revised approach to the industry in the light of the global financial crisis including ethical considerations consumer confidence issues and new approaches to regulation new sections on e commerce and its impact on customer relationships new case studies and vignettes a new companion website to support teaching including powerpoint slides test bank questions additional cases and cameo video mini lectures financial services marketing 2ewill help the student and the practitioner to develop a firm grounding in the fundamentals of financial services strategy customer acquisition and customer development reflecting the realities of financial services marketing in an increasingly complex sector it provides the most up to date international and practical guide to the subject available

a 13 point manifesto for a new financial services marketing model anthony thomson knows a thing or two about new and disruptive financial services having co founded and chaired first the ground breaking metro bank and then the purely digital app based atom bank and as a financial services marketing specialist for over 30 years lucian camp has helped develop more new and innovative financial services propositions than anyone now they ve put their heads together to write no small change a passionate opinionated and practical manifesto arguing that the fast changing financial services world urgently needs to rethink the whole of its approach to marketing most of all they propose that an increasingly digital fintech driven industry needs not just more marketing but also better marketing to make sure it s successfully identifying consumers real needs and finding powerful and successful ways to engage with them after detailing the forces of change that demand a new approach the book then examines in 13 chapters what the key components of that new approach should look like it takes a broad and multi faceted perspective exploring areas as diverse as the crisis of consumer trust the ever growing power of big data the importance of leadership and corporate culture and the rapid advance in thinking based on behavioural economics in developing these themes the authors don t pull their punches the book is fiercely critical of some of the industry s long established marketing habits providing compelling reasons why it s time to abandon the practices that have given it a bad name marketers will applaud but the book is also intended for a broader audience thomson and camp challenge senior management in financial firms to appreciate the real value that marketers can bring to shaping the business agenda at the highest level and not just to label marketing with that tired old phrase the colouring in department rich in anecdotes comments from leading industry figures personal experiences on the part of both authors and findings from original research no small change is an entertaining and rewarding read and at this point in the development of financial services a timely and important one

the professional s guide to financial services marketing is directed to any financial services professional from individual representatives to executives of large financial services companies who is looking for better ways to create the relevant marketplace differentiation and competitive

advantage needed to increase productivity and profitability the purpose of this book is not to provide a how to manual but rather to offer practical information examples and thought provoking tips that provide ideas and insights that will enable financial services professionals to improve their own marketing approaches and achieve ambitious marketing goals with examples drawn from basic marketing approaches and successful consumer marketing this book provides a fresh perspective on a variety of marketing issues that can make a significant difference to corporate success

financial services marketing is an ideal introduction to this important sector clearly demonstrating how marketing theory is applied in practice logically structured around the core marketing principles buyer behaviour segmentation product development distribution pricing and promotion the book is exceptionally clear and well written in addition topical and innovative approaches to marketing are also covered including relationship marketing and customer loyalty unlike many other texts the book does not focus exclusively on the retail environment but incorporates technological developments in delivery systems including telephone and internet banking and the use of it in database marketing furthermore it is the first text of its kind to devote a whole chapter to corporate financial services marketing critical to any text within this fast moving environment the book is also extremely up to date covering the latest regulatory developments under the financial services authority and new forms of financial institutions such as supermarket banks financial services marketing is for advanced undergraduate and postgraduate courses in financial services marketing as well as professional courses such as the chartered institute of bankers it is also valuable to students studying services marketing courses

cases in marketing financial services presents several cases from different countries relating to the marketing of financial service the book tackles both strategic and tactical marketing issues and then covers a wide range of institutions and markets the text will be of great use to professionals in the financial service industry

interest in financial services marketing has grown hugely over the last few decades particularly since the financial crisis which scarred the industry and its relationship with customers it reflects the importance of the financial services industry to the economies of every nation and the realisation that the consumption and marketing of financial services differs from that of tangible goods and indeed many other intangible services this book is therefore a timely and much needed comprehensive compendium that reflects the development and maturation of the research domain and pulls together in a single volume the current state of thinking and debate the events associated with the financial crisis have highlighted that there is a need for banks and other financial institutions to understand how to rebuild trust and confidence improve relationships and derive value from the marketing process edited by an international team of experts this book will provide the latest thinking on how to manage such challenges and will be vital reading for students and lecturers in financial services marketing policy makers and practitioners

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appropriate for courses in services marketing in services marketing gon alves uncovers and examines how the marketing of services differs from that of products the text uses numerous cases and examples drawn from a variety of service settings to demonstrate and reinforce discussion of theoretical concepts

this is intended as an aid for students preparing for the chartered institute of banking s examination in the marketing of financial services it sets out to cover and exceed the syllabus while providing summaries case studies and revision questions in each chapter and ending with a note on exam technique by giving basic information on current philosophy theory and practice in this rapidly changing subject it is hoped this book will also be of use to others engaged in any aspect of marketing financial services particularly branch managers now expected without much formal training to sell more aggressively definitions of marketing the second looks at the management science of marketing and how it is undertaken at various levels within an organization the third examines how financial services can be sold through a branch network and highlights some of the likely characteristics of some key market segments

the premier reference book for everything and everybody related to the sports industry

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