



PRESENTS
DIGITAL MARKETING (TTL = BTL + ATL) FOR BANKS AND FINANCIAL INSTITUTIONS IN NEPAL



Background

Success of banks and financial institution in the digital era depends on how the firm can adapt to this new reality and reap the digital advantage to reach their target audience where they spend their time, create personalized experiences, gain valuable insights, and optimize marketing efforts to achieve higher ROI, customer satisfaction, and sustainable growth.

Program Details

Date: 24th Feb, 2024 (9:30am-4:45pm)

Duration: 4 sessions (6 hours)

Target Audience: Mid to High level employees of Banks & Financial Institutions

Venue: NBI Hall, Kathmandu

Nomination Deadline: 2 days before the program date

Program Takeaways

- Difference between traditional vs. Digital marketing
- Unique selling proposition and Growth Strategies
- Able to work with a digital agency and help them achieve the marketing objective in the most effective and cost-efficient manner

Contents

- Difference between traditional vs. digital marketing
- Unique Selling Proposition and Growth Strategies
- Get a general overview of the digital marketing in Nepal
- Overview of Advertising agency in Nepal
- Digital marketing fundamentals: TTL Approach
- Objective and execution of digital advertising and its platforms
- Creative and content creation for digital market

Program delivery (Method)

- Proper mix of a theoretical understanding of the topics included and practical explanation of how it is done by showing them relevant examples.
- Delivered through STEAM pedagogy to inculcate soft skills while learning hard skills
- Case study & Discussion

Program Details

Session 1	<ul style="list-style-type: none">• Difference between traditional vs. digital marketing• -Unique Selling Proposition and Growth Strategies
Session II	<ul style="list-style-type: none">• Basic understanding of advertising and advertising agencies in Nepal. Fundamentals of digital marketing
Session III	<ul style="list-style-type: none">• Planning and execution of ads in various digital platforms
Session IV	<ul style="list-style-type: none">• Creative and content creation in digital marketing

Facilitator Details:

Dr. Krishna Raj Bhandari, PhD

Dr. Bhandari has a PhD from the University of Vaasa, Finland and currently looking after Research and Academic Programs at NBI. During his daily trainings/teachings, he teaches principles of digital marketing, strategic management, entrepreneurship theory and practice, operation management, and strategy seminars. His research has been published in ABS 3* journals. Dr. Bhandari witnessed the rise (as a strategist inside the company), fall (as an outsider), and renewal (as an academician) of Nokia. His teaching is full of learning from his vast experience at the multinational and startups as well.

Mr. Arvindra Ranjit

CEO -Since July 2017

Business Advantage (p) Ltd.

He has been working in the field of marketing communication for more than 20 years now. Has an MBA from Ace Institute of Management with major in service marketing. He started teaching from the year 2013 and has been a part of regular faculty of Ace Institute of Management and King's College. Also worked as a visiting faculty for number of other colleges including KUSOM.