MAVERIC BANKING EDGE

Optimize your client retentions with **Maveric's Digital Marketing Blueprint**

In today's volatile economy, retaining and expanding your customer base is crucial. Maveric's latest CX report titled: **Optimizing Client Retention: Digital Marketing Blueprint for Banks** offers actionable insights and strategic frameworks for banking leaders to optimize digital marketing strategies, enhance customer engagement, and achieve sustainable growth across retail, corporate, and wealth management sectors.

Key Takeaways

Retention and Expansion Imperative

Learn why digital marketing strategy pivoted around your Brand Promise is critical for successful retention in 2024.

Optimized Digital Marketing Mix

Apply sector-specific frameworks to optimize your digital marketing mix and budget.

Performance Tracking

Comprehensive KPIs/metrics to monitor performance and measure success.

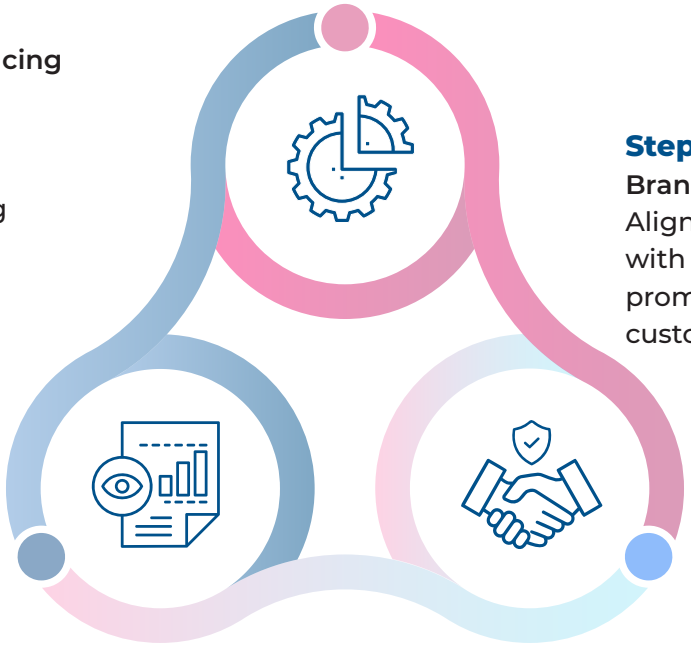
The Need for Contextualized Client Retention Framework

In an increasingly competitive market, every bank has access to the same resource pool (people, process, and technologies/ platforms. Aligning digital marketing efforts, customer engagement processes, and technological investments with your unique brand promise is therefore crucial for differentiated success. Latest CX report provides a three-step framework tailored for retail, corporate, and wealth banking sectors.

3 Step Contextualized Framework:

Step 1: Identifying Influencing Parameters:
Understand the crucial business parameters that influence digital marketing strategies.

Step 2: Building Sector-Specific Channel Mix:
Create a tailored digital marketing mix that addresses key influencing parameters.



Step 3: Contextualizing to Brand Promise:
Align your marketing efforts with your unique brand promise to create personalized customer experiences.

Retail

	Criticality Ranking (1 - highest, 8 - lowest)		
Technological Adoption	5	Mkt Automation (7-9%)	CX Personalization (17-19%)
Data Utilization	7		
Consumer Persona & Preference	1	Social Media Marketing (13-15%)	Influencer Marketing (9-11%)
Market Competition	3		
Brand Trust and Loyalty	6		Content Marketing (17-19%)
Cost Efficiency	8	SEO/ SEM/ Paid Media (13-15%)	
Revenue Potential	2		
Regulatory Compliance	4	Email Marketing (5-7%)	

Corporate

	Criticality Ranking (1 - highest, 8 - lowest)			
Technological Adoption	6			Mkt Automation (12-14%)
Data Utilization	7	ABM (13-15%)	CX Personalization (15-17%)	
Consumer Persona & Preference	2			
Market Competition	4			
Brand Trust and Loyalty	5			
Cost Efficiency	8		Content Marketing (15-17%)	SEO/ SEM/ Paid Media (17-19%)
Revenue Potential	3			
Regulatory Compliance	1			Email Marketing (9-11%)

Wealth

	Criticality Ranking (1 - highest, 8 - lowest)		
Brand Trust and Loyalty	6	Content Marketing (17-19%)	
Market Competition	4		CX Personalization (19-21%)
Technological Adoption	5	Marketing Automation (10%)	
Data Utilization	7		
Consumer Persona & Preference	1	Email Marketing (13-15%)	
Regulatory Compliance	2		
Revenue Potential	3		
Cost Efficiency	8		
Brand Trust and Loyalty	6		

Track and Measure Your Success

Effective digital marketing requires precise tracking. The report provides essential KPIs and metrics to validate marketing efforts and ensure success.

"Unlock the full potential of your digital marketing strategies to achieve superior customer engagement and sustainable growth. Download **Optimizing Client Retention: Digital Marketing Blueprint for Banks** report for a comprehensive roadmap to success."

Scan the QR code to get access to the full report.

About Maveric

Established in 2000, Maveric Systems is a niche, domain-led, BankTech specialist, transforming digital ecosystems across retail, corporate, wealth management, cards & payments and lending domains. Our 2600+ specialists use proven solutions and frameworks to address formidable CXO challenges across Customer Experience, Assurance, Regulatory Compliance, Process Excellence and New age AMS.

Our competencies across Data, Digital, Cloud, DevOps, AI and automation helps global and regional banking leaders as well as Fintechs solve next-gen business challenges through emerging technology. Our global presence spans across 3 continents with regional delivery capabilities in Amsterdam, Bengaluru, Chennai, Dallas, Dubai, Kingdom of Saudi Arabia, London, New Jersey, Pune, Riyadh, Singapore, Sweden, Dubai and Warsaw.

Our inherent banking domain expertise, a customer-intimacy-led delivery model, and differentiated talent with layered competency – deep domain and tech leadership, supported by a culture of ownership, energy, and commitment to customer success, make us the technology partner of choice for our customers.

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