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THE EFFICACY OF DIGITAL MARKETING STRATEGY ON THE PERFORMANCE OF SBI SERVICES TOWARDS THEIR CUSTOMERS IN COIMBATORE

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Abstract

In India, digital has become the most imperative focus part for bank marketers nowadays. While many at present use new hi-tech tools and techniques to develop and to get in touch with their customers and more importantly, new business possession, most marketers are still trying to take hold of to be digital. With ongoing channel proliferation, marketers take great effort to build out their strategies while reinforcing customer loyalty and brand awareness. In this context, the study mainly focuses on business usage of digital marketing strategies toward banking services, Internet technologies and its performance in B2B markets and the extent to which digital technologies are re-shaping business strategies, promotional activities and trading environments. Proving the effectiveness of bank marketing strategies beyond brand-building has always been a challenge. Now, several converging forces may help propel marketing forward as a revenue source rather than a cost center. Digital Marketing skills more developed in business with integration of e-commerce into planning and execution at business or country level.

In this background, an attempt is made to examine the Efficacy of Digital Marketing Strategy on the Performance of SBI Services towards their Customers in Coimbatore. The study is carried out with the help of a structured questionnaire administered to respondents and with the help of their responses analysis is made thereafter, which is followed by findings of the study with few suggestions.

Keywords: *Digital Banking, Digital Marketing, Marketing Strategies, Internet Banking, Internet Marketing, Banking Sector and Digital tools.*

1. INTRODUCTION

Digital in India holds the latent to change the financial inclusion landscape the same way mobile phones changed the face of telecom connectivity in the last decade. With its distinctive attributes, such as low cost, ease of use, scalability and ubiquity, digital banking, when aligned with the right business model in an enabling ecosystem, can truly accelerate the integration of the unbanked segments into the mainstream.

Today, many banking executives are feeling immense pressure to work out the perfect customer

knowledge, skills and it takes lead of digitization to endow with customers with cross-channel, targeted, just-in-time creation of products or service information in an effectual and faultless way. This force is acceptable in the current scenario.

In next half a decade, we can see a remarkable change and thorough integration of the banking know-how across the substantial and practical atmosphere. It is also noticed that large number of customers uses mobile gadgets, iphone or tablets, and other digital products to build central monetary connections across the globe. But on the other side, few banks are responded high by taking their official websites and revamping customary channels such as

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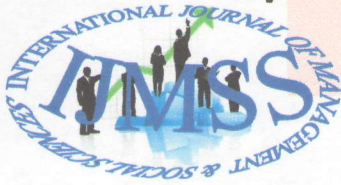


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Certificate of Publication

Dr. V. Vimala

It is indeed our pleasure to inform you that the paper titled "The Efficacy of Digital Marketing Strategy on The Performance of SBI Services Towards Their Customers in Coimbatore" has been published in our biannual reviewed International Journal of Management and Social Sciences (IJMSS), Volume 7(1) July-2017, p-ISSN 2249 – 0191 :: e-ISSN 2349 - 9761 of SPEAK FOUNDATION.

On behalf of SPEAK FOUNDATION, we hope to build a life long association with you and expect your continuous support. We hope to receive your contribution in terms of paper submissions and subscriptions as well. It will be our pleasure to collaborate with you for future endeavours and promotion of the initiatives carried out by SPEAK FOUNDATION.

A complimentary copy of the journal is enclosed.

Dr. Hitesh Gupta
Editor, IJMSS
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