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Integrating digital marketing for enhanced banking performance

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Abstract: This study aims to explore the correlation between digital marketing and banking performance in terms of customer relationships, innovation, retention, and financial perspectives. It assesses how the use of the digital elements should go beyond has more than the traditional marketing techniques to change to suit the customer expectation and embracing of technologies. The first research question raises a question with regard to how digital marketing affects/benefits the bank and how it complements conventional marketing. In light of that, the study seeks to holistically measure the effects of digital marketing on banking performance, analyze interactions of digital and conventional promotional strategies, compare customer acquisition/retention output, and review financial consequences of embracing digital procedures. Hypotheses are developed around four key areas: The research measures customer relationships, service innovation, customer acquisition and retention, and financial performance. A sequential design is employed, prejudice to the fact that a combination of both quantitative data along with the qualitative analysis is utilized in an effort to offer a comprehensive perspective of the research question. This research work examines these impacts analyzing the case of Bank Audi – more specifically the Neobank project. The study establishes a close relationship between digital marketing and better relationship with customers as evident in the higher levels of engagement. Marketing communication comes out as the most innovative influencer dictating how new products and services are developed. Furthermore, marketing communications demonstrate their effectiveness in acquiring and maintaining customers and substantially increasing the revenues. Interviews with the Bank Audi's executives reveal importance of digital marketing as the way to address clients' expectations and improve organizational performance. The study further finds that for the banking sector to achieve the benefits of digitization, more investment is required in digital marketing technologies. This supports the need to carry out training and education on new trends in digital marketing and the need to incorporate improvement in data analytics in order to translate customer behaviors data into practical business strategies. This raises a question of how banks have to enhance the security of their data or how they can improve customer confidence as banking moves online.

Keywords: *Banking performance, Banking service innovation, Customer relationship, Customer satisfaction, Digital marketing, Financial performance.*

1. Introduction

Marketing is no longer a practice that was limited to consumer targeting, but has been transformed to one core organizational interface, inter-organizational marketing, in a myriad of industries. This evolution, often brought by digital technology and the existence of the Internet, has also given birth to a "digital economy" that changes how companies can interact with the audience, generate value, or even boost their brand associates. As the digital marketing tools get faster, cheaper and better aimed, more and more companies complement their web marketing with their Offline marketing tools to reach the consumers more effectively and create better and more positive perception of the brand, expand the number of contacts and boost up their sales figures.

Present, e -marketing has become an essential tool in an interconnected world where electronic media is used to provide easy and effective access to products and services through sectors like the banking industries. Digital marketing is an advantage to conventional ways of marketing because it

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allows banks to cover large markets without a large amount of work, and can create individualized services to many. However, the switch to e-marketing brings along the following. Customers often have security issues, fake profiles, and data privacy issues that slow down the technology's adoption. Also, there are some consumers who might be reluctant to go digital, which is a major problem to powerful and fully-fledged digitalization for some enterprises.

That is why as digitization becomes a more crucial aspect of marketing, there is a need for organizational security, clarity of the privacy policies as well as ease of the digital platforms used to serve the clients in order to foster that change.

In general for banks, a well designed website is of most importance in their most internet marketing strategy. These are; availably of well formatted and updated information, customer considerations, and advertising through print and electronic media. Scholars and professionals pay much attention to the role of the marketing departments in commercial banks, with the view of realising marketing and social goals through the application of Internet, targeted at improving service delivery and customer satisfaction.

Building on this foundation, this study aims to examine the significant benefits that customers value in selecting banking services, particularly focusing on the realm of marketing. It posits that by delivering these advantages through online platforms, banks can better align with customer expectations. The core of this research lies in examining the influence of digital marketing on enhancing the performance of banking services. Understanding this impact is crucial for commercial banks aiming to effectively attract and retain customers. Through the adoption of customer-focused strategies and the integration of digital marketing tactics, banks have the opportunity to bolster their competitive edge and make strategic marketing decisions with a heightened awareness of digital marketing's role in improving banking performance.

Indeed, banking is a dynamic sector of business, and digital marketing has come to open new vistas and promise opportunities that have never been quite real before in ways of improved customer engagement, service innovation, and finally, financial performance. The introduction of digital strategies together with traditional marketing approaches is a mixed point of research, especially on how these methods congregate to move the performance of banking forward. This, therefore, makes the study timely and relevant in light of the rapidly shifting dynamics of digitals that affect consumers' behaviors and their expectations in relation to financial services.

The following article makes an attempt to delve into the dynamics between digital and conventional marketing within the banking sector, establishing the extent to which digital marketing can complement or improve from the traditional practice in order to conform to modern demands brought about by the banking industry.

The central research question for this article is: "How does digital marketing impact the performance of banks, and how does it interact to affect customer relationships, customer acquisition, service innovation, and financial performance in the banking sector?"

At the beginning of our study, we focus on a set of hypotheses aimed at understanding how digital and traditional marketing interact within the banking sector, specifically at Bank Audi. These hypotheses are developed based on a thorough review of existing research and theories. They are designed to explore how digital marketing affects Bank Audi's performance, the way it connects with customers, and its overall impact on the bank. We outline these key hypotheses below, highlighting different ways digital marketing could influence the banking industry at Bank Audi.

a. *Hypothesis 1 (H_1): Digital marketing initiatives positively influence the strength of customer relationships in the banking sector.*
b. *Hypothesis 2 (H_2): The adoption of digital marketing strategies significantly drives innovation in banking services.*
c. *Hypothesis 3 (H_3): Digital marketing efforts are effective in acquiring and retaining customers.*
d. *Hypothesis 4 (H_4): The integration of digital marketing practices has a positive impact on banks' financial performance.*

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2. Exploring the Evolution and the Characteristics of Digital Marketing

Digital marketing refers to the planning and execution of activities related to the development, pricing, communication, and distribution of products, services, or ideas through digital technologies. It aims to meet individual and organizational goals while fostering exchanges that can enhance customer acquisition and relationship management (Chaffe & Smith, 2022).

Digital marketing has revolutionized traditional marketing in two pivotal ways: it amplifies the effectiveness and efficiency of established marketing techniques, and it supports the emergence of new business models that generate added value for consumers while enhancing company profitability (Bhayani & Vachhani, 2014). A core component of digital marketing is its ability to gather and analyze customer data, which allows e-marketers to create detailed, segmented databases and nurture customer relationships throughout the customer journey—from initial engagement to long-term retention. Digital marketing's real-time segmentation and data-driven interactions enable companies to engage customers more precisely and personally, enhancing the customer experience. (Tekin et al., 2019).

However, there are emerging challenges due to the exponential increase in user-generated data in digital media. Information now includes browsing history, geolocation history, and social media activities which amount to Big Data. The task of organizing and analyzing such large amounts of information is particularly challenging as it is up to businesses to search through massive amounts of data to supply consumers with pertinent answers within the appropriate time frame. Because Big Data is both vast and diverse, the application of analytics tools to collect and process data is complicated, which is why data management and analysis are the most significant obstacles for companies that seek to leverage the benefits of digital marketing. (Pigni et al., 2016).

3. The Development of E-Marketing

Whereas marketing invented in olden times only concentrated on beginning with a product, contemporary marketing is characterized by a customer focused discipline of customer understanding and consumption of needs. Traditional marketing used in the past was truly dependent on physical stores, print media, broadcast advertisements, and direct in person interaction to get customers to engage. Unlike e-marketing, businesses engage with customers and sell products to them through trans-geographical domains without the need for physical interaction (Mukerjee, 2013). Joshi (2020) also emphasizes that digital transformation makes focal points not of traditional advertising and storefronts, but at virtual platforms, dynamic pricing, and various online channels.

Philip Kotler, among others, have accurately described the digital era as a transforming of our perception of "space and time," allowing businesses to operate in a 'any place, anytime' capability (Kotler et al., 2006). Michel Boudoc continues by pointing that from this perspective, the traditional marketing frameworks like the 4Ps (price, product, place, and promotion) are not able to integrate technological advancements. E-marketing poised a new format based on what information, who, technology and distribution could do in terms of attracting customers and offer new outcomes (Bolduc, 2023).

According to Coviello et al, (2003) e-marketing is fundamentally a commercial process where buyers and sellers are rather trading through electronic medium such as internet and other digital media. This allows businesses to adopt to strategies rapidly, reach greater audience coverage and expand with low investment. Digital technologies minimize operations and raise productivity by taking customer perspective into consideration while delivering products and services (Setia et al., 2013).

Furthermore, e-marketing emphasizes cultivating relationships within virtual spaces, facilitating continuous interactions that benefit both consumers and organizations (Strauss & Frost, 2012). Experts argue that e-marketing supports a reverse marketing approach, where consumers gain the power to actively choose the information, products, and prices that align best with their needs (Leposky et al., 2017).

In today's digital landscape, marketing success is increasingly evaluated by how well companies deliver value-added products and experiences that exceed customer expectations, moving beyond isolated transactions to long-term engagement (Jara et al., 2012). For businesses to thrive in e-marketing, they must build strong customer relationships, ensure seamless online interactions, uphold data privacy, and maintain regular follow-ups (Sinha, 2018). The ultimate goal is to create value-driven, enduring connections with customers, offering personalized experiences that meet ongoing consumer desires..

4. The Specificities of Digital Marketing

Digital marketing stands apart from traditional marketing due to the unique features of digital media, particularly the Internet. These platforms enable new forms of interactivity, personalization, and relationship-building through advanced digital technologies.

4.1. Interactivity

In digital marketing, consumers often initiate interactions by seeking out information or experiences online (Stone & Woodcock, 2014). This "pull approach" reverses the traditional marketing dynamic. Companies must respond quickly, proactively, and attentively to engage users. Through cookies, businesses gather data from consumer visits, fostering two-way communication rather than the one-sided approach seen in traditional media.

4.2. Knowing the Client

The Internet enables companies to gather detailed consumer insights at a low cost. Each online interaction generates data, which can be analyzed to better understand consumer preferences and behaviors (De Bock & Van den Poel, 2010). This continuous flow of data, amplified by social media and smartphone apps, allows for more accurate audience targeting and improved customer knowledge.

4.3. Individualization

Digital platforms allow for mass customization and individualized customer relationships. By analyzing user behavior, companies can personalize the consumer experience at scale, such as offering tailored recommendations or communications. Amazon.com pioneered this approach by personalizing its interface and customer interactions (Park, 2017). This customization enhances relationships and strengthens brand loyalty through positive, memorable customer experiences.

5. Banking Performance

This section explores four key dimensions that highlight how digital marketing impacts banking performance: Customer Relationship Strength, Banking Service Innovation, Customer Satisfaction, and Financial Performance.

5.1. Customer Relationship Strength

Relationship marketing involves long-term, trust-based interactions, focusing on customer acquisition and retention (Doyle & Stern, 2006; Sheth & Parvatiyar, 1995). Companies are increasingly prioritizing strong customer relationships to foster loyalty (Gummesson, 2008). According to Berry & Parasuraman (1991), relationship marketing is critical in maintaining customer connections. Research by Ward and Dagger (2007) stresses that organizations must engage in relationship marketing to remain competitive, with trust and communication serving as essential pillars (Camarero, 2007). Trust, in particular, is a unique value difficult for competitors to replicate (Brady & Cronin, 2003). Customer loyalty, driven by strong relationships, boosts profitability and reduces costs related to acquiring new customers (Oliver, 1997; Gronroos, 2000; Barroso & Martin, 1999).

5.2. Banking Service Innovation

Innovation is key to transforming the banking industry. Defined as the application of new ideas, processes, and products (Thompson, 1965; West & Anderson, 1996), banking innovation introduces advanced technologies and work processes, giving banks a competitive edge (Baregheh et al., 2009). Digital innovations such as internet banking, mobile banking, and ATMs have reshaped customer experiences, offering convenience and faster services (Mishra, 2014; Thakur, 2014). These innovations enhance customer satisfaction and loyalty while reducing transaction times and operational costs. Technological advancements have made traditional services obsolete and enabled customers to conduct financial transactions easily and efficiently across banks and countries (Proença & Rodrigues, 2011; Jan

& Abdullah, 2014). The drive for innovation is fueled by competition, customer expectations, and the need for increased convenience (Amin, 2016; Khan, 2010).

5.3. Customer Satisfaction

Customer satisfaction is often defined as a consumer's fulfillment response, where they judge whether a product or service has provided a pleasurable level of consumption-related fulfillment, considering expectations and perceived performance (Ilieska, 2013). It is crucial for customer retention and long-term organizational competitiveness (Zygiaris et al., 2022).

To better understand customer satisfaction, three main elements are identified::

- Expectation: This refers to the customer's perception of a product or service before experiencing it, influenced by past experiences, word-of-mouth, and marketing communications (Kechat & Doumi, 2021).
- Perceived Performance: This involves how the product or service actually performs relative to customer expectations, measured on a subjective scale from best to poor (Zaaba & Zubairy, 2020).
- Conformity/Non-Conformity: Satisfaction depends on whether the product or service performance aligns with expectations. Non-conformity occurs when there is a deviation between expected and actual performance (Hamadi & Bakouche, 2020).

Digital marketing plays a vital role in attracting, retaining, and strengthening relationships with customers, ultimately aiming for complete satisfaction (Bensaid & Benlakhdar, 2017). Key benefits include reduced long-term costs, the abundance of information, ease of comparison and analysis, reliability, and enhanced security. However, institutions must address security concerns to safeguard customer information and maintain trust in digital transactions.

5.4. Financial Performance

Performance is a fundamental focus for all business activities, involving both management and employees. Traditional management strategies aim to enhance performance through targeted practices. Despite extensive research, defining performance remains challenging, particularly as universally accepted metrics are lacking. Performance evolves with organizational innovation, transformation, and growth, making it a central priority for business leaders (Dyer & Singh, 1998).

In the marketing realm, Marketing Performance (MP) plays a vital role in overall business success. Since its initial exploration in the 1960s by Sevin (1965) and Feder (1965), MP has become a significant area of study (Clark, 1999; Pont & Shaw, 2003). MP encompasses the results, activities, and goals that marketing management aims to achieve, evaluating the impact of marketing efforts on overall business performance (O'Sullivan et al., 2009).

Among the various dimensions of marketing performance, financial performance is the most widely used. This includes:

- Market Share: Representing the organization's portion of total sales within a specific market, market share reflects success in penetrating and expanding markets. Increasing market share positively impacts profitability by meeting sales growth targets and fostering customer relationships (Anderson et al., 1994; Al-Bakri & Taleb, 2014).
- Sales Growth: Comparing net sales year over year, sales growth indicates marketing effectiveness and organizational profit ambitions. Increased product awareness and effective communication channels drive sales growth, essential for profitability, especially with small per-unit margins (Al-Bakri & Taleb, 2014).
- Profitability: A profit-oriented organization seeks to secure market position and thrive amid competition. Profitability reflects market valuation, competitive strength, and return on investment for shareholders. Effective customer relationship management fosters loyalty, expands the customer base, and ultimately increases profits (Chandra, 2017; Al-Bakri & Taleb, 2014).

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6. Research Methodology

The research adopts a positivist philosophy, aligning with a quantitative approach that examines the causal relationship between digital marketing practices and Bank Audi's performance (Dyer & Singh, 1998). A deductive approach is used to test hypotheses, systematically analyzing how digital marketing performance affects Bank Audi. This structured methodology facilitates the measurement of variables in a quantitative manner.

The study uses both qualitative and quantitative methods to achieve a comprehensive picture. Quantitative element consists of surveys aimed at the Bank Audi's managers, and qualitative component involves an interview with the CEO's office. This comprises the combination of methodologies to conduct a study of the effectiveness of digital marketing in the banking market, specifically in Audi Bank. This allows clear understanding of the relationships between digital marketing strategies and banking performance.

The data were collected via a survey strategy for a consistent way of gathering insights into effectivity of digital marketing. Judgmental sampling is applied to select participants from top, middle and first line managers at Bank Audi who have more than three years of experience in the organization. Cronbach's alpha was used to test the reliability of the survey tool so that there was consistency with the questions. The data was interpreted and relationships between digital marketing functions and competitive advantage were modeled for analysis using SPSS software.

Reliability in business research refers to the consistency and predictability of its study's results, to the extent to which research tools and methods ensure steady results. Internal consistency of reliability statistics for digital marketing and banking performance variables is strongly evident. The reliability of the 15 items of the digital marketing scale is shown in Table 1 with a Cronbach's alpha of .856, implying that the survey items are well correlated, therefore serving to capture employees attitude toward the digital marketing. It secures its data in such a way that the impact of banking performance can be analyzed to enable input in future strategic decision. Similarly Table 2 displays the reliability of the 19 items banking performance scale with a Cronbach's Alpha of 0.896, which indicates a high degree of internal consistency. This makes the scale accurately measure banking performance and allow valid deductions about the effect of digital marketing on banking operations. This will provide such valuable insights for the banking sector to work on improving efficiency and effectiveness in the on adaptation of digital marketing trends.

Table 1.
Digital marketing reliability.

Reliability statistics	
Cronbach's alpha	**N of items**
0.856	15

Table 2.
Banking performance reliability.

Reliability statistics	
Cronbach's alpha	**N of items**
0.896	19

7. Hypothesis Testing

7.1. H_1 Analysis

Our analysis tested Hypothesis 1 (H1): *Digital marketing initiatives positively influence the strength of customer relationships in the banking sector*. The correlation analysis between Digital Marketing Intensity and Customer Relationship Strength yielded a strong positive Pearson correlation coefficient of .946. This highly significant result ($p < 0.01$) supports the hypothesis, showing that as banks increase digital marketing efforts, customer relationship strength improves correspondingly.

The model's R-Square value of .894 indicates that 89.4% of the changes in customer relationship strength can be explained by digital marketing intensity. An ANOVA test (F-statistic: 659.004, p <

0.001) further validates the model's significance. Moreover, the coefficient for Digital Marketing Intensity ($B = .846$, $p < .001$) confirms the strong positive impact of digital marketing on customer relationships, offering practical insights for banks aiming to boost customer engagement and competitiveness through digital marketing

7.2. H_2 Analysis

Our analysis tested Hypothesis 2 (H2): The adoption of digital marketing strategies significantly drives innovation in banking services. A correlation analysis between Technology Adoption and Banking Service Innovation revealed a strong positive Pearson correlation coefficient of .814, showing that increased technology adoption corresponds with greater service innovation. This correlation was highly significant ($p < 0.01$), supporting H2 and suggesting that adopting digital marketing strategies fosters innovation in banking services.

The model's R-Square value of .662 indicates that 66.2% of the changes in banking service innovation can be explained by variations in technology adoption. An ANOVA test (F-statistic: 153.022, $p < 0.001$) further confirms the model's significance. Additionally, the coefficient for Technology Adoption ($B = 0.872$, $p < 0.001$) shows its strong positive effect on service innovation, providing actionable insights for banks aiming to enhance innovation through digital marketing strategies and strengthen their market competitiveness.

7.3. H_3 Analysis

Our analysis tested Hypothesis 3 (H3): Digital marketing efforts are effective in acquiring and retaining customers. The correlation analysis found a strong positive Pearson correlation coefficient of .760 ($p < 0.01$), indicating that increased digital marketing efforts correspond with higher customer acquisition and retention. This significant correlation confirms that Hypothesis 3 is supported.

The model summary shows an R-Square value of .577, meaning 57.7% of the variation in customer acquisition and retention can be explained by digital marketing efforts. An ANOVA test (F-statistic: 106.418, $p < 0.001$) reinforces the model's significance, demonstrating digital marketing's substantial impact.

Finally, the unstandardized coefficient for Digital Marketing (.784) signifies a strong positive effect on customer acquisition and retention. These findings collectively affirm the critical role of digital marketing strategies in helping banks effectively win and retain customers, thus enhancing customer relationships and loyalty.

7.4. H_4 Analysis

Hypothesis 4 (H4): The integration of digital marketing practices has a positive impact on banks' financial performance.

Our analysis tested Hypothesis 4 (H4): *The integration of digital marketing practices has a positive impact on banks' financial performance.* Correlation analysis revealed a very strong positive Pearson correlation coefficient of .903 ($p < 0.01$) between Digital Marketing and Financial Performance, suggesting that increased digital marketing efforts align closely with financial growth.

The model summary showed an R-Square of .816, indicating that 81.6% of the variance in financial performance is explained by digital marketing efforts. An ANOVA test (F-statistic: 346.128, $p < 0.001$) further supports the model's significance, confirming that this relationship is unlikely due to chance.

The unstandardized coefficient (.968) implies that each increase in digital marketing effort results in a nearly proportional rise in financial performance, underscoring the strategic value of digital marketing for banks aiming to enhance their financial outcomes. These findings provide robust support for H4, advocating for banks to integrate digital marketing practices to boost financial success.

To understand the integration of traditional and digital marketing, an interview with Bank Audi's CEO's office was conducted, focusing on the innovative strategies behind the Neobank launch. Bank Audi's motivation to create Neobank stemmed from its investment in the Flexcube system, positioning it to stay relevant in a technology-driven market. Neobank offers streamlined, cost-efficient banking services that increase customer satisfaction while reducing the need for physical branches. The services range from online and mobile banking to digital payments, financial management tools, and personalized customer support. This digital platform enables Bank Audi to expand its reach while enhancing operational efficiency.

Neobank's marketing strategies leverage digital advertising, personalized messaging, and a user-friendly design to engage tech-savvy customers. Targeting millennials and Gen Z, Bank Audi employs social media, influencer partnerships, and data-driven campaigns to appeal to a younger, digitally active audience. The bank's focus on innovation is evident in its continuous digital upgrades, ensuring a seamless customer experience.

Despite Lebanon's banking sector challenges, Bank Audi maintains customer trust through transparency, advanced technology, and personalized service. By listening to customer feedback and maintaining secure digital platforms, the bank fosters strong relationships. The bank's culture of innovation encourages employees to explore creative solutions, blending digital and traditional marketing to enhance customer engagement.

Digital marketing has significantly improved Bank Audi's operational and financial performance. With increased brand recognition and personalized interactions, the bank strengthens customer loyalty and conversion rates. Analytical data from digital marketing also aids in strategic decision-making. Neobank's streamlined operations have improved customer satisfaction, leading to financial growth.

Bank Audi's manager views digital marketing as both a complement and an enhancement to traditional methods. While digital marketing reaches a broader, more targeted audience, traditional approaches maintain a personal touch, especially in direct customer interactions. By combining both strategies, the bank optimizes its marketing efforts, driving business development through customer satisfaction and personalized follow-ups. Digital marketing takes precedence in achieving Bank Audi's goals but has not fully replaced traditional methods, underscoring the importance of face-to-face engagement.

8. Conclusion

Change in the banking landscape is due to technological and consumer preferences. In this study, digital banking marketing was examined in terms of the different dimensions namely, customer relationship, innovation, retention and financial performance. Using a mixed methods approach, which includes quantitative analysis with qualitative inputs from Bank Audi's Neobank project, the research presents the transformative role of digital marketing for the banking industry. The results indicate that digital marketing strengthens customer engagement considerably by a Pearson Correlation of .946 and an R Square of .894, which highlights its significant influence on customer satisfaction. Digital marketing also stimulates innovation, a correlation of .814 and R Square of .662 and making it important in developing new products and services.

The analysis also showed that digital marketing was important for customer acquisition and retention, with R Square of .577 and correlation of .760. Additionally, it helps increase financial performance with Pearson correlation of .903 and R square of .816. This is a call to integrate digital strategy within the tradition of banking through the example of Bank Audi and its Neobank. Digital adoption has allowed for streamlined operations, personalized communication, and cost efficient delivery of service which improved the financial outcomes.

Banks should take advantage of these benefits and carry on investing in digital technologies in order to leverage digital and traditional marketing strategy for as well as for optimal customer engagement. Customer behavior data in turn, must be processed through advanced data analytics, which can turn customer behavior data into actionable insights to drive business strategy and deliver personalized service. To be effective, the banking sector must be in constant innovation and continue training of staff with all digital marketing trends.

Banks also need to be concerned about their customers' security in the data to establish trust for digital transactions. Enabling transparency and communication between banks and their customers fosters customer relationship building resulting in loyalty and retention. The success of Bank Audi proved that digital marketing isn't a supplement to other strategies but a vital part of the modern banking. Banks can optimise customer relationships, promote innovation, improve financial performance and streamline operations through digital marketing.

9. Recommendations

Banks must adjust to the current dynamic of the digital world while keeping ahead with their evolving customer requirements. Financial institution can improve relationships with customers by adopting innovating strategises and also service delivery through customer centered approach. Below are recommendations for banks to grow in the digital age and preserve trust with its clients.

- Invest in Digital Technologies: To compete in the market, banks should use resources to digital platforms that can be reached by more customers.
- Integrate Marketing Strategies: Digital and traditional marketing can be a balancing act, but that balance can improve customer satisfaction and engagement.
- Customer Orientation: Personalized service can be offered to customers through strengthening of customer relationships with the help of digital tools.
- Enhance Data Security: Securing customer data is extremely important and the digital transactions need to be trusted.
- Training and Re-education: Digital service delivery requires on-going staff training in digital marketing and continuous learning.
- Use Advanced Data Analytics: For banks to make strategic decisions, banks can analyze customer data.
- Encourage Innovation: It is to the banks that we need to expect these changes to be made: to foster a culture of innovation that can help improve their products and services.
- Increase Digital Advertising: To reach more customers, banks should up their level of digital advertising through online media, email marketing and SEO.
- Monitor and Evaluate: Continuous improvement and improved results is achieved by regular evaluation of digital strategies.
- Build Customer Confidence: To develop trust in digital banking services, key factors are transparency, clear communication and user friendly platform.

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