

The Strategic Marketing Manifesto To Transform Financial Brands

In the wake of the financial crisis, financial brands are facing unprecedented challenges.

They need to rebuild trust, engage with customers in new ways, and find new sources of growth. The Strategic Marketing Manifesto To Transform Financial Brands provides a roadmap for financial brands to do just that.



Banking on Digital Growth: The Strategic Marketing Manifesto to Transform Financial Brands by James Robert Lay

★★★★☆ 4.4 out of 5

Language	: English
File size	: 3199 KB
Text-to-Speech	: Enabled
Screen Reader	: Supported
Enhanced typesetting	: Enabled
Word Wise	: Enabled
Print length	: 282 pages
Lending	: Enabled



The book is divided into three parts:

- 1. The New Marketing Landscape**
- 2. The Strategic Marketing Framework**
- 3. The Future of Financial Marketing**

In Part 1, the authors discuss the challenges facing financial brands today.

They argue that the old ways of marketing are no longer effective. Financial brands need to adopt new strategies that are more customer-centric, data-driven, and digital.

In Part 2, the authors present a strategic marketing framework that financial brands can use to transform their marketing.

The framework is based on four pillars: customer insights, brand strategy, marketing communications, and measurement and optimization.

In Part 3, the authors look to the future of financial marketing.

They discuss the trends that will shape the industry in the years to come. They also provide advice on how financial brands can prepare for the future.

The Strategic Marketing Manifesto To Transform Financial Brands is a must-read for any financial marketer.

The book provides a clear and concise roadmap for financial brands to navigate the challenges of the new marketing landscape. It is full of practical advice and insights that can help financial brands achieve success.

About the Authors

David C. Evans

David C. Evans is a marketing consultant and author. He has over 25 years of experience in the financial services industry. He is the co-author of the book *The Marketing Revolution in Financial Services*.

Richard R. Davis

Richard R. Davis is a marketing professor at the University of North Carolina at Chapel Hill. He is the author of the book The New Marketing Landscape for Financial Services.

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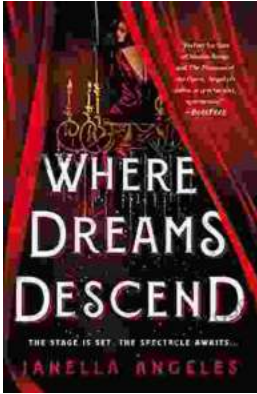


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