

SEPTEMBER 01 - 03, 2025

**INSTITUTE FOR DEVELOPMENT AND RESEARCH IN
BANKING TECHNOLOGY, HYDERABAD**
(ESTABLISHED BY RESERVE BANK OF INDIA)



Introduction

Social media and digital marketing have become indispensable tools for banks and financial institutions, as they are transforming the engagement with customers, helping to familiarize products and services, building trust, and driving growth. They are powerful tools impacting (i) Brand Visibility & Awareness through wider reach to audiences, showcasing new products and services, involving young generation to build brand and fostering personal touch, (ii) Customer Engagement & Loyalty through timely response to the queries, advising and recommending, (iii) Lead Generation & Conversion through the use of targeted ads to attract potential customers based on demographics and interests and promote financial products with online campaigns, (iv) Financial Education & Trust Building by offering customized financial literacy content to empower users, especially Gen Z and Millennials and share customer success stories and testimonials to build credibility and how the Bank or FI is participating in corporate social responsibility (CSR) initiatives to align with socially conscious consumers, (v) Customer Service & Support by providing real-time assistance, analysing feedback and resolving complaints quickly thereby enhancing reputation and trust on the organization, (vi) Compliance & Data Security Messaging through the social media to educate users about data privacy, fraud prevention and security tips, updates on regulatory changes and security protocols to reassure customers, (vii) Analytics & Strategy Optimization through tracking engagement, reach, marketing strategies and AI-driven tools to personalize content and optimize ad performance.

This programme is designed to familiarize the recent developments, regulations, standards and marketing strategies to benefit the BFSI.

Objectives

- ★ To learn about the developments in Social Media and Social Media Banking related Policy, Standards and Guidelines.
- ★ To learn about the Digital Marketing Strategies and Challenges for Banks and Financial Institutions

Contents

- ★ Types of Social Media and their potential use cases
- ★ Social Media based Banking, Payments and Financial Services
- ★ UI/UX Design and Multi-lingual Support
- ★ Social Media Marketing Strategies
- ★ Data Analytics and Case Study on Use of AI
- ★ Mobile and Social Media Security
- ★ Mobile and Social Media based Cyber Crimes and Financial Frauds

- ★ Community Building and using Chatbot for Customer engagement
- ★ Identity Management and Data Privacy
- ★ e-Sign, PKI & Quantum Safe Cryptography for Secure Social Media Services
- ★ Operational Risks in Social Media Services
- ★ Digital Marketing Strategies, E-Mail, Mobile and Omni channels, Content Mapping, Influencer Marketing, Brand Storytelling

Who can Participate?

Officials of Banks and Financial Institutions interested in Social Media based Financial Services and Digital Marketing of Products, Services and Customer Education.

End Use

- ★ Learning about the latest developments in this area would help the Bank and FI to use the current trends and accordingly adopt suitable campaign strategies.
- ★ Banks and Financial Institutions would be able to better engage the customers and tailor make the products and services as per the emerging requirements.
- ★ Attract New Tech Savvy Customers and build long term engagement.

Programme Coordinator

Dr. V. N. Sastry, Professor. e-mail: vnsastry@idrbt.ac.in.

Fee Details

Domestic Participants from

- ★ RRBs & Coop. Banks : Rs. 44,840/- (Rs. 38,000/- + 18% GST)
- ★ All other Banks & Fis : Rs. 53,100/- (Rs. 45,000/- + 18% GST)

The fees for our programmes can be remitted through NEFT and the bank account details for fee payment are here under:

Account Name : IDRBT
Bank : Axis Bank Limited
Branch : Humayun Nagar (Mehdipatnam Ring Road) Branch, Hyderabad
Account Number : 426010100018823
IFSC Code : UTIB0000426
GSTIN : 36AAAAI0204K1Z4.



Nominations

Nominations should be sent to us latest by **September 04, 2025** by email to hunar@idrbt.ac.in. Please note that no nominations will be accepted after this date. This measure is envisaged to further improve the quality and learning outcomes of the programmes based on participants' profile and requirements.

While nominating, please provide the details of the participants (Name, Designation, Bank, Mobile No / Phone No., email address) along with the nominating authority details (Name, Designation, Bank, Mobile No / Phone No., email address, Fee billing address, GST No. of the bank).

Accommodation

Participants will be provided Air Conditioned Single Occupancy accommodation in IDRBT, Hyderabad, with all cafeteria facilities. The Participants can check-in on the evening of the day before the commencement of the programme and can check-out after completion of the programme on the same day (or) in the morning of the next day of the programme.

Contact Us

Please contact our Programme Office for organizing Customized Programmes and/or any other queries related to programmes at hunar@idrbt.ac.in or call us on +914023294121/24/25.