

## **НАПРЯМ 6. МАРКЕТИНГ**

**Bovsunivska Iryna**

*Candidate of Economic Sciences, Docent,  
Associate Professor at the Department of Marketing,  
National Aviation University*

*DOI: <https://doi.org/10.36059/978-966-397-364-7-40>*

### **CURRENT TRENDS IN THE DEVELOPMENT OF MARKETING, SALES AND COMMUNICATION POLICY OF COMMERCIAL BANKS IN THE CONDITIONS OF THE DIGITAL ECONOMY: GLOBAL AND DOMESTIC EXPERIENCE**

In the conditions of macroeconomic instability of the world economy, increased competition in the markets of banking products, acceleration of the development of information and communication technologies, constant changes in customer preferences, as well as a reduction in population incomes and demand for individual banking products in the conditions of martial law, the role of sales systems and promotion of bank products is growing, which requires them to implement the concept of benchmarking. The latter requires commercial banks to study foreign experience in this area and constantly adapt it to the specifics of functioning of domestic banking. It is the tools of sales and promotion of bank products that will contribute to the attraction of new customers by banks and the formation of loyalty of existing ones. The conditions of the digital economy strengthen the role of interactive sales channels and the promotion of banking products.

Modern and relevant tools of bank marketing: information technologies, web and mobile banking. In the conditions of the digital

economy, it is important for a commercial bank to develop a single concept for the organization of remote banking services, which should become multi-channel. As a result of the further development of Internet trade, banking transactions often go online, which is due to the use of non-cash payments. The use of existing software products such as CRM and others, the formation of own databases allows the banking institution to manage relations with clients more efficiently and quickly.

As a result of the analysis of the foreign and domestic banks' activities, the following modern trends in the development of sales, product and communication policies of commercial banks can be identified: the expansion of the use of Internet banking and mobile banking, the active use of contactless payments using contactless cards, with the help of smartphones and other NFC devices; biometric identification of customers; formation of neobanks; distribution of digital wallets and QR codes; development by banks of joint products with FinTech companies; formation of financial supermarkets; implementation of CRM systems; offer of calculators on official websites of banks; formation of customer self-service zones.

The main trends in the development of marketing product, sales and communication policy of commercial banks:

1. Expanding the use of Internet banking and mobile banking (services using Internet banking and mobile banking are cost-effective for the bank and convenient for customers, with the help of a smartphone today you can make a deposit, take out insurance, pay a loan, buy tickets, pay utility bills, currency conversion, ordering additional payment cards, etc.; smartphones are replacing payment cards rather quickly, banks are paying considerable attention to the development of mobile applications).

2. Contactless payments using contactless cards, with the help of smartphones and other NFC devices (popularity is due to the speed, safety and convenience of such operations, cashless transactions using contactless and tokenized cards make up more than 30% of the total number of cashless transactions in retail networks; except smartphones, consumers can use smart watches with contactless payment technology).

3. Biometric identification (customer identification technologies through fingerprints and face recognition are innovative in Ukraine).

4. Technology of virtual Internet banks (neobanks) (neobanks are not inferior to traditional banking structures in terms of functionality, and also enable banking institutions to save on costs in the absence of branches).

5. Digital wallets and QR codes (when using them, after entering the payment card data once, the client can then make payments in one click, which simplifies online shopping).

6. Joint products with FinTech companies (FinTech companies provide innovative financial services and offer flexible and favorable conditions for using their products compared to banks; the advantages of banking institutions are significant financial resources, a wide client base, established brands and business reputation; the advantages of FinTech companies are high innovative potential and constant monitoring of market needs of banking products).

7. Creation of financial supermarkets (a form of cooperation between banks and insurance or leasing companies, in which bank staff mainly sell banking and non-banking products simultaneously).

8. Use of CRM systems (based on the use of modern information technologies, with the help of which the banking institution collects information about its customers, the contacts made with them, which allows bank employees to prepare as effectively as possible for the next contacts with customers, control their number and efficiency, distribute the load between managers).

9. Calculators on the official websites of banks (this technology provides consumers with the opportunity to view various payment options for received loans, as well as the calculator provides collection of contact information and other data from users, ensuring their transfer to the marketing or sales department of the banking institution, provides the formation of online loan applications).

10. Formation of customer self-service zones (allowing customers to independently carry out banking transactions in a bank branch without its employees).

11. Update of the following marketing tools in foreign and domestic commercial banks: public relations, direct marketing, including digital marketing, digital signage or digital merchandising (these measures are aimed at: determining the potential audience of bank clients who need additional credit financing or who wish to place their income on a deposit; development of programs to improve the financial literacy of clients through the development of charity projects, upon the results of which a certificate is issued with the contact details of the bank that implemented such a program, or invitations to various meetings at a banking institution are provided; formation of consumer loyalty to a commercial bank by familiarizing clients with the rules of financial behavior and emphasizing the importance of saving money in a banking institution).

Modern foreign and domestic commercial banks today prefer Digital Signage as a modern form of outdoor advertising over traditional types of marketing communications, as it provides them with additional opportunities in the field of permanent content management (video images, animation blocks, text messages that appear in any sequences).