



PROFIT DRIVEN MARKETING or MARKETING BY THE NUMBERS

Assumptions:

- Bank marketing executives should be seen as part of their bank's strategic planning team but often are not because they are not conversant with the numbers
- To be credible, marketers must understand and interpret financial reports of both the bank and its competition to determine strengths and weaknesses (that translate into its opportunities and threats)
- Knowing what needs to be done is only the start; the marketer must be able to design effective solutions and set financial benchmarks to measure success

This program equips the participant with the tools necessary to:

- Understand the direct and indirect relationships between the bank's balance sheet and income statement
- Meaningfully and efficiently analyze financial trends
- Develop action plans necessary to meet management objectives
- Properly forecast costs of marketing efforts
- Measure the success of your management decisions over time
- Improve communications internally and externally

Who should attend?

- Senior marketers that desire to be more strategic in their thinking
- All marketers that need to better understand the financials
- Those being groomed for senior level marketing positions