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Nota di contenuto	The Financial Services Marketing Handbook: Tactics and Techniques That Produce Results; Contents; Preface; Acknowledgments; Introduction: The Unique Challenges of Marketing Financial Services; Products or Services?; Psychology of Money; Third-Party Relationships; How End Users Select a Financial Services Provider; Legal and Regulatory Constraints; Section One: Strategic Market Planning; Chapter 1: Segmentation; The End of Undifferentiated Markets; Methods of Segmentation; Finding Your Target Segments; Chapter 2: Positioning and Branding; Positioning Strategy and Differentiation Creating a Distinctive Brand Identity Chapter 3: The Market Plan; Researching Your Plan; The Elements of the Plan; Section Two: Marketing Tactics; Chapter 4: Advertising; Media Selection; The Role of Your Ad Agency; Creating Effective Creative; Measuring Advertising Effectiveness; Chapter 5: Public Relations; Third-Party Endorsement;

The Tools of Public Relations; Media Relations; Public Relations for Every Budget; Measurement; Chapter 6: Sponsorship and Event Marketing; What Is the Value of Sponsorships?; Cause Marketing; Activating a Sponsorship Program
Measuring the Effectiveness of Sponsorship Chapter 7: Interactive Marketing; Techniques and Goals of Direct Methods; E-mail Marketing Considerations; Improving Response Rates; Mobile Marketing; Chapter 8: Social Media Marketing; Social Media Concerns; Effective Social Media Engagement; Social Networks as Marketing Channels; Chapter 9: Personal Selling; Traditional Relationships between Sales and Marketing; Bottom-Up Marketing; Changes in the Sales Distribution Model; Marketing Support Across the Sales Cycle; Chapter 10: Trade Shows and Seminars; Trade Shows; Seminars
Chapter 11: Relationship Marketing Why Customer Retention Matters; Methods of Relationship Building; Loyalty Programs; Conclusion; Appendix: Applying Marketing Principles to Sales Practice; Building Your Plan; Practice Examples; About the Authors; Index

Sommario/riassunto

The roadmap to success for financial professionals using real-world examples, practical how-to's, and a structured approach to marketing strategy and tactics that covers the basics for beginners and inspires new ideas for marketing pros The Financial Marketing Services Handbook, Second Edition gives sales and marketing practitioners the practical tools and best practices they need both to improve their job performance and their retail and institutional marketing strategies. The FSM Handbook guides marketing and sales professionals working in an industry characterized by
