

Bank Marketing

TRAINING AND EVENTS



aba.com/MarketingTraining



American
Bankers
Association®

Marketing for financial services.

From customer experience to visual identity to promoting new products and services—how your institution markets itself directly affects its bottom line. Learn to build brand awareness through effective marketing tactics and ROI calculations specific to the financial services industry, with these career development opportunities from ABA.

Events

Bank Marketing Conference

Exchange ideas, hear from industry leaders and find solutions to tough marketing challenges at the industry's flagship conference for bank marketers. Designed for bank marketers at all experience levels.

[Member \\$1,590](#) | [Nonmember \\$1,990](#)

Bank Marketing School

Elevate your expertise by completing this immersive program on the best marketing practices for the financial services industry. Upon completion, students will earn the ABA Advanced Certificate in Bank Marketing. The school is designed for marketers with more than 2 years' experience.

[Member \\$2,945](#) | [Nonmember \\$3,945](#)

[Member plus CFMP \\$3,220](#) | [Nonmember plus CFMP \\$4,220](#)

Looking for more marketing content?

Powered by the ABA Banking Journal, [ABABankMarketing.com](https://www.ababankmarketing.com), offers fresh perspectives on the challenges and trends facing bank marketers today.





Online Training

FACILITATED

Courses are formatted for group collaboration, with a virtual instructor and fixed start and end dates. Plus, these courses offer CE credits for the CFMP designation.

[Member \\$300](#) | [Nonmember \\$375](#)

- **Marketing in Banking**
Learn the core responsibilities of bank marketing, department structure, assessing financial performance and relevant regulations.
- **Marketing Planning**
Craft a marketing plan that follows industry best practices, including market segmentation and research, documentation and budgeting.
- **Marketing Management**
Explore management strategies for public relations and digital campaigns, prioritize your projects, balance resources and measure return on investment (ROI).

SELF-PACED

Course are taken entirely at your own pace, on your own schedule.

[Member \\$55-\\$129](#) | [Nonmember \\$75-\\$179](#)

- **Advertising: CAN-SPAM Act**
- **Build Your Campaign**
- **Find Your Audience**
- **Leveraging LinkedIn**
- **The Power of Facebook**
- **Recognizing and Preventing UDAAP**
- **Search Engine Optimization**
- **Strategic Twitter**

Certificates

ABA Certificates offer the chance to build upon existing skills for a current position, and develop skills necessary for career advancement.

[Members \\$1,195-\\$2,945](#) | [Nonmembers \\$1,795-\\$3,945](#)

- **ABA Foundational Certificate in Bank Marketing** (online)
- **ABA Advanced Certificate in Bank Marketing** (in-person)

Webinars

Stay on top of current industry issues without leaving your desk. Attend a virtual discussion on trust topics to stay informed and be able to update your team to provide practical solutions and better customer answers to excel in this financial climate.

Member \$95-\$265 | Nonmember \$125-\$395

Textbooks & Reference Guides

Support your ABA training experience and prepare for the CFMP exam.

\$125-\$155

- **Marketing Financial Services**



Professional Certifications

Position yourself as an industry leader.

Make your mark. Earn the Certified Financial Marketing Professional (CFMP) designation to demonstrate your mastery of tactical marketing tools, business management skills and strategic know-how needed to successfully grow your bank's business.

