

National Bank of Kuwait

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ABSTRACT

The national bank of Kuwait was set up in 1952 as not only the first local bank but also the first shareholding company in the state of Kuwait. Thus far, NBK has set up 162 branches across 15 countries. Also, the international expansion opportunities in the state of Kuwait, NBK is among the most profitable bank. Over the year, NBK has been consistently ranked among the top 50 safest banks in the world. NBK has established strategic client relationships which have enabled it to increase its client base across the state and also in the region. The bank avails a wide range of financial and investment products and services to its individual, corporate and institutional clients. Based on the that, partnering with NBK as a digital marketing agency can help propel further recognition of NBK which will then translate to increase in its growth and profit rates.

Chapter 1: Introduction

The establishment of the National Bank of Kuwait came from the need to serve its citizens better while protecting their savings and also promote the economic growth of the state of Kuwait. This came about in 1952 when a prominent businessman traveled to the British Bank of the Middle East with the intentions of being issues a letter of guarantee for money amounting to KD750. The request was turned down over the need to avail a guarantor. Several meetings were held and the Late Amir, H.H. Sheikh Abdullah Al-Salem Al-Sabah offered support to the idea. This was in the form of a decree issued on May 1952 which authorized the opening of the bank which began its operations in November of the same year. The bank was incorporated as the initial indigenous Bank of Kuwait as well as the first publicly traded bank in the Gulf region. Up to date, NBK is known as "The Bank You Know and Trust." Over the years, the bank has managed to build an advanced banking institution that provides a wide range of innovative and unique financial and investment products and series to serve its diverse customer base. The Bank has been recognized for its excellence in various areas, and they include stable management, excellent strategizing, profitability consistency, strong capitalization and also high-quality assets. The Bank occupies a dominant market share and is constantly expanding its customer base both locally and also across the region. NBK has also set up a wide overseas branch network that encompasses many of the financial and business centers in the globe. This goes to establish its status as the financial leader in the business world (Ltd, 2019).

NBK operations are guided by a precise mission and vision. Its vision is to become a bank that people trust and consistently choose while strengthening its core values and the expertise of its workforce. NBK has a set of the mission with the first one being delivery of high-quality services to its customers alongside the delivery of world-class products and services. It also aims at having the best workforce in the region through recruitment, development and also retention. It also aims at giving support to the communities within which it operates. Finally, it aims at adhering to its core values which are knowledge, conservatism, integrity and also a passion (Ltd, 2019).

Chapter 2: Background of the idea

Product/service

The idea revolves around digital marketing for NBK. Digital marketing refers to all the marketing efforts that enlist the use of internet or electronic devices. It revolves around taking advantage of the search engine, email, social media and also the website to create a connection between the business and both its prospective and current customers. Digital marketing is taking over traditional marketing for various reasons. The internet is accessible today that it has ever been before; hence the number of users is constantly increasing. Also, people's purchasing techniques have also changed alongside the advancing technology; hence traditional marketing techniques are ineffective (Chaffey & Ellis-Chadwick, 2019). The digital marketing services come in three sections namely content marketer, social media marketer, and the email marketer. Content marketing specializes in the creation of consistent blog posts that offer leads to business services and products. Social media marketing comes in whereby it facilitates the promotion of the blog post series through both organic and paid post on the business's social media platforms. Email marketing focuses on the creation of an email campaign where the business can send its clients more information on its products and services and also its operations. Finally, digital marketing is amazing for brand awareness, growth, and to leads also reaching more customers.

Market opportunity analysis

In all companies, they are considerate of their marketing expenses. They are very reliant on well set up marketing strategies that will enable them to access new customers while also retaining the current ones but, in many cases, it is difficult to quantify the results. A lot of companies are reliant on professional marketers as they are able to get the value for their money. Bank and credit unions are not left out, but their marketing strategies require special consideration. Banks are on the lookout for marketing agencies that will enable them to increase their customer base, increase their deposits and consequently the engagement from the current customers. They also look for agencies that are bound not to ruin their reputation. Banks lean more towards outsourcing as it avails a lot of benefits. they include the saving of time, expansion of expertise, receiving objective feedback, set up of strong relationships and also benefits arising from the shared intelligence (Mitic & Kapoulas, 2012).

Political, economic, social and technological environment

Political- it is considered as one of the largest environments that significantly affect the advertisement campaigns and also the perception of the brand. Despite the internet being a global space, search engine and social media platforms popular in the local market may differ from those of another country (Ho, 2014).

Economic-this entails the brand fit into the nationwide or the demographic level. In this case, the brand aesthetic may differentiate the appeal to different demographics such that what works for one group may not work for the others (Ho, 2014).

Social-this entails understanding what is acceptable to the culture and also socially as well as an appreciation of other beliefs and cultures. This leads to more opportunities and also appeal to the new markets for the business (Ho, 2014).

Technological- digital marketing is all about the use of technology in various devices. It is important to determine how the brand is being viewed in the various devices and screen dimensions available to a wide range of customers. The website should be usable across all the channels. Close attention must be paid to how the bank accesses customers and find ways to cater to that (Ho, 2014).

Chapter 3: Justification of the Idea

The traditional methods of marketing in the banking sector are reliant on the branch customer. In this case, the front desk executive has insufficient opportunity to market any new products and services, and in which case, the customer may be in a hurry or not in the mood to listen. This creates the impossibility if the spoken sales pitch or pamphlets being successful. The bad side of these methods is the inability to carry out profiling of the customers which relies on their experience with the products and services offered by the bank thus far, preference on digital means such as mobile applications and also reasons for sticking with the bank (Tiago & Veríssimo, 2014). The digital marketing strategies are essential for National Bank of Kuwait.

The advancing digital technology such as analytics, big data, social media sites and the big growth of mobile applications have formed the foundation of the transition that businesses from all sectors are compelled to take up. Digital marketing strategies offer NBK a branch-centric campaign to the customer-centric approach that will translate to effective and efficient digital marketing and sales. This strategy is applicable to the national bank of Kuwait because digital technologies offer the customers various ways in which they can acquire information or see into completion of a certain transaction (Tiago & Veríssimo, 2014).

Digital marketing strategies will offer NBK a number of opportunities. The first opportunity is the focus on experience and engagement. Comparing the traditional email marketing and also product based direct mail, investment in digital platforms can go a long way in boosting the engagement and experience of the customers. When the bank engages in a well-executed digital brand campaign, it can enhance the engagement of the customers and also enjoy the benefits from social sharing. The second opportunity is the leveraging of social channels.

National Bank of Kuwait can use its various social media platforms to carry out financial education, promote new services and products, benefits of digital banking and also providing corporate culture messages aimed at the specific audience. Offering corporate culture message is critical for NBK given that it also operates internationally in Egypt, Bahrain, Lebanon, UK, France, Switzerland, USA, China, and Singapore. Lastly, digital marketing will offer the opportunity to navigate new markets. This is because digital marketing channels will provide brand awareness while also boosting financial education to the younger and difficult to access customers. It is also a means of supporting corporate culture messaging in the new markets (Tiago & Veríssimo, 2014).

Chapter 4: Application of the Idea

As more people continue to leverage the mobile networking platform, it has created the essence of financial institutions to provide worthy content. It is important to remember that with the digital revolution, the attention span of the people is drastically decreasing such that if the customers are not impressed by the content, then they are less likely to research the advertised product. In this case, the National Bank of Kuwait can leverage descriptive and creative video content that showcases the product features and ways in which it will positively impact the lives of the end users. The videos ought to be interesting and also tackle the market challenges that the customers are likely to face (Ryan, 2016).

NBK can also strategize personalized content with respect to the specific demography with the most interest in the purchase of the product. NBK can go about this by conducting surveys through social media which can facilitate the creation of an algorithm to determine the customer's preference to showcase to them the preferred content and materials. It can also obtain the search preference of the customers through data giants which include Google, Microsoft, Twitter, Amazon, and Facebook as well as utilize offline data and determine the customer's purchasing habits (Ryan, 2016). This is applicable

because despite NBK having exponential data, it is a challenge to use the information and enhance the customer experience.

It can also integrate artificial intelligence for the sake of the unstructured data and formulate a customer preference pattern from it. The information is then fed into machine learning technologies to forecast the market anomalies and also the future trends. This will enable the customers to come up with a digital marketing campaign that will direct the customers towards a specific trend (Ryan, 2016). It is important for NBK to realize that customer experience is critical within the industry as it has the capacity to destroy its reputation, the bank should, therefore, invest training of the banking personnel in the various forms of digital channels, techniques, and forums such as social media, website.

There is a challenge presented by the transition from traditional marketing techniques to digital marketing strategies. While it offers new opportunities, it also brings with it new challenges. The first challenge is being aware of how to transform customer interactions into an effective opportunity to make sales. They should also determine the level to which customer engagement will be used to realize this objective. Secondly, NBK operates in different countries. Therefore, it is critical to know that the adoption of digital technology will vary significantly from one country to another and also the patterns of using the Bank will differ from one region to another. The third challenge is an intrusion into the privacy of the customers. Many customers may be put off by the presence of digital profiling. This is because the customers are likely to feel that the Bank has no respect for their privacy (Leeflang et al., 2014).

Chapter 5: Recommendations

- Help with customer engagement, to implement effective fast policy changes in line with adoption and implementation in a timely manner.
- NBK can have a better systematic plan that will initiate digital marketing aids based on mobile apps, social media and also steps are taken to educate the customers on finances.
- They should have more caution when implementing customer specific digital marketing techniques. To use a better strategy beginning with the compilation of sufficient data. It should begin at the macro level moving downwards to the specific customers. It should focus individualized methods to customers that do not showcase hostile behavior while rectifying the situation for the displeased customers (Leeflang et al, 2014).

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