



# The Role of Marketing in Modern Banking of Ayandeh Bank of Meybod Branch of Yazd-Iran Province

Hossein Paydar Ardakani\*

MA in Accounting, Meybod Yazd Branch.

\*Corresponding Author

**Abstract:** *The marketing of science and art is the recognition of customer needs and logical responses to them, resulting in win-win results. In traditional definitions, banking marketing is a process for finding a customer for the products and services that the bank produces based on its own taste and attitudes. The market provided. Today, banking marketing, with special emphasis on the needs and demands of the customer, tries to provide the products and services required by the customer and be presented to him in the best way possible. The banking marketing statement includes several components that affect the growth of bank earnings.*

**Keywords:** Marketing, Bank, Customer, Revenue

## INTRODUCTION

Banks are often marketing to succeed in providing their services. "Marketing at the bank involves assessing and evaluating the current mental image of customers from the organization and developing marketing plans to improve it." The first step in assessing the customer's mental image is to investigate the current mental image of people in the community about bank branches. Different people may have different minds from a bank. A branch of the bank may also be content with the mental image of the community, or it concludes that there are shortcomings that need to be addressed.

For example, banks can measure the image of their customers through marketing research, and, as a result of the surveys, become more confident in their relationship with customers. The bank will naturally have to respond to these results as well. Marketing is one of the tools that can increase the growth of bank earnings. According to major executives of famous banks, only 5 percent of customers account for more than 85 percent of bank profits. The new marketing process is started by identifying and measuring the needs and unmet needs of the customers and after choosing the marketing of the service with the consideration of the customers. The banking system of the country requires a change in the field of marketing, but the development based on the competitive rotation, the necessary motivation, knowledge Day and professional approach. What gives customers the ultimate value is the ability of the bank to provide their service. Therefore, banks need to obtain sufficient information from the customer, understand their interests and wishes, and develop their relationships in order to be effective.

### **Marketing in banks is:**

Banking services marketing

Identification of customers, bank rivals and government policies

Introduction of products and services to customers in banks

Encourage customers to use bank services

Gain satisfaction of domestic customers (personnel) and foreign customers

### **Banking Services Marketing:**

The role of marketing in a highly competitive world today is undeniable. Due to the exhaustion and saturation of traditional banking marketing practices, banks worldwide have been using new designs and technologies to gain competitive advantage and maintain or acquire more market share.

Marketing is part of a business that involves identifying demand for goods and services, and providing facilities and channels for their distribution and sales (Marketing Manager, Cutler). In the marketing of the ultimate goal, the customer is a customer (Marketing Principle, Cutler). In other words, attracting comment and satisfying customers is the first priority of marketing. The marketing process is a set of human and economic activities to meet the needs and desires of individuals, which is carried out through exchanges. The main factor in marketing is the need to know the potential needs of customers and eliminate them through the provision of goods and services (Marketing Manager, Rasta and Ebrahimi).

In a nutshell, we can say that the marketing process as a system attempts to identify and meet customer needs. the fame:

1. Preserving current customers without fear of threats from rivals
2. Earn more benefits and revenue than current key customers and increase the bank's share of each customer
3. Significant reduction in the cost of deposits (resources) and a significant increase in cost-effectiveness
4. Attracting key customers and the first level of other banks
5. Attract customers of other banks by launching positive mouth-to-mouth advertising for current customers

The experience has proven that an old customer satisfied with the service and banking services will have as many as ten new customers in the promotion and profitability of that bank. When the banks partitioned their markets and offered new products for innovation in every part of the market, they had come up with new competitive tools.

### **Identification of customers, bank rivals and government policies:**

In a competitive economy of today, customer satisfaction and customer satisfaction is the first law of trade, and eliminating it will eliminate the market. For customers, the quality of services is the most important factor in referring to a service unit. Managers are successful in ensuring that quality is guaranteed to their customers. The customer may be able to handle the rigors of the employees, maybe he can ignore the waste of time, but certainly can not easily pass through the quality of work. He is even willing to pay more, provided that the services provided are guaranteed. 5) For the customer, the price and the cost of the services provided are important. The customer is surely instructed by several other institutions before coming to your institution, and commented more than market rates. While he is considering the quality of the work, he wishes that the quality of the provided services is appropriate and consistent with his financial situation. 6) The customer expects to provide the minimum time for the services provided. Reviews show that customer satisfaction through his loyalty to the organization leads to increased revenue and profits. Repeating customer purchases, buying new products from customers by spending the least on advertising costs, and purchasing new customers by customer satisfaction, are among the ways in which increased customer satisfaction leads to profitability and revenue for the organization.

### **Encourage customers to use bank services**

Organizations that continually provide quality services that are important to customer retention and are customer-focused organizations. Customer maintenance may be one of the most important criteria for quality assurance. In banks and financial institutions, many factors affect the quality of banking services. Parshormman and his colleagues [3] have conducted studies in order to provide a comprehensive model that can classify and measure these factors, the results of which and the reforms that took place in the years to

come, the servakval pattern Offers. This model has five dimensions of service quality (physical and physical evidence.

Reliability, responsiveness, assurance and empathy. Their pattern was used to explain the impact of service quality on customer satisfaction.

Gain satisfaction of domestic customers (personnel) and foreign customers

Today, the effectiveness and effectiveness of the organization's processes is day-to-day. Employees are the most important capital and, in fact, employees are the bridge between the organization and the people. Organizations provide customer satisfaction with the use of employees to provide customers with in-house services. Banks and financial institutions will also receive the most needed financial resources from their employees. The existence and survival of the bank depends on the customers of that bank, if there are no bankers, there will be no bank and the most important customers of the customer's bank.

Its internal, that is, employees of the bank. Most banks are disconnected due to web-based disregard for bank employees. Bank customers' satisfaction depends on the quality of the services received by the bank's employees, and the service staffing also depends on the quality of the organization's internal services. The quality of internal services also means the satisfaction of employees from the services received from the organization (Marketing Manager, Parshormman et al.)

### **Conclusion:**

Banking marketing means knowing the parties to exchange and gaining complete recognition of the situation as well as the conditions governing them with the aim of attracting attention and confidence and motivating them to deal with the bank with the help of effective advertising techniques in the banking system. Marketing in banks is a time in the banking system, which can keep up with existing bank customers through proper marketing planning, in addition to attracting new customers. Marketing in banks requires proper training, executive staff with motivation, attention to market needs, the creation of appropriate technical and legal and cultural infrastructures, increased flexibility, adequate responsiveness for bank staff and appropriate pricing system for services. The marketing system in banks needs the growth and development of all sectors, including government, banks, private sector and customers, all of which is capital. And investment in banking banking services will remain in the minds of customers.

### **References**

1. Marketing Manager, Prof. Philippe Cutler.
2. Marketing Principle, Prof. Philippe Cutler.
3. Marketing Manager, Dr. Ahmad Rasta and Dr. Ebrahimi.
4. Marketing Manager, Prof Parshormman and his colleagues