

E-marketing and E-business

For financial services and products

Strategies to build an effective online presence

(Situation Analysis, Objectives, Strategy, Tactics, Actions and Controls)



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Luc Noubissi

Insurance supervisor
*Interafrican Conference for
Insurance Markets (CIMA)*



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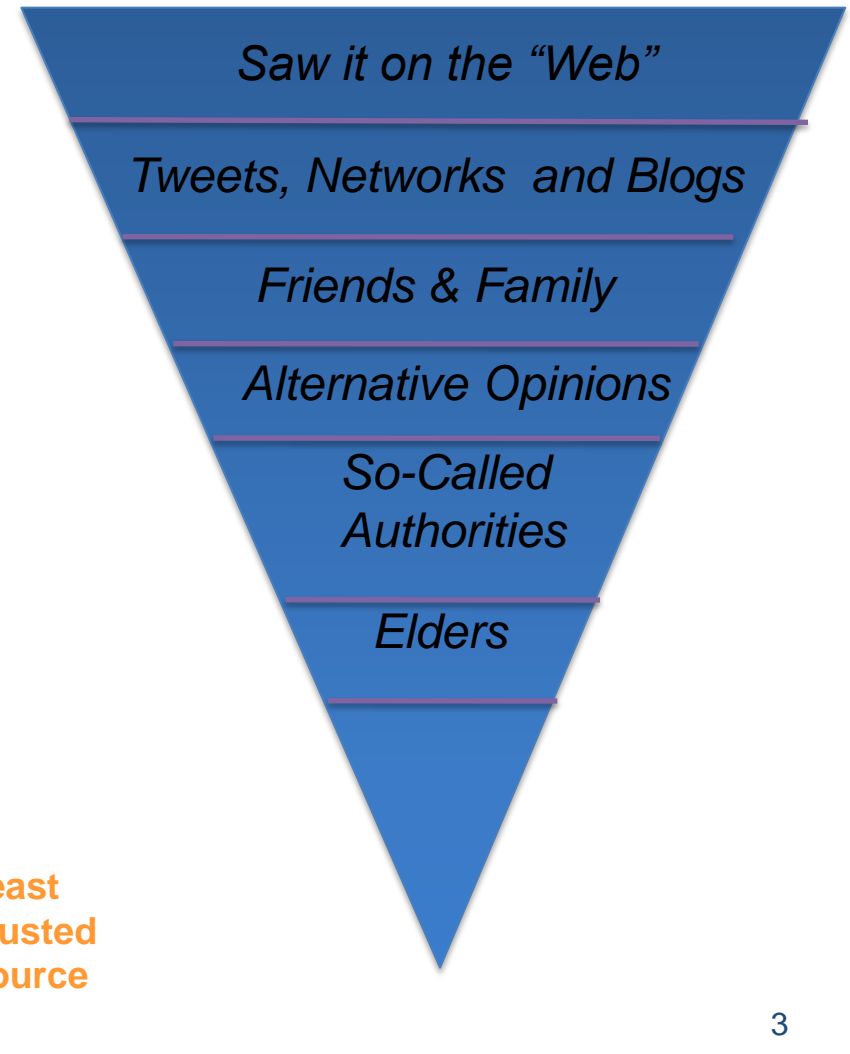
- **An overview**
 - Who is not there? → Almost everyone is there!
 - Last Davos' report on Cyber-attack risk
 - So, how will the future be (trend in communication and social media, the era of mobility, globalization...)
 - **E-marketing and E-commerce** (brief definition and description)
 - Snapshot on the digital world (how it works? Main tools: website, blog, YouTube, LinkedIn, Facebook...)
 - Some failures in Digital Marketing (Financial flops, United breaks guitars...)
- **Financial Organizations: what are they doing on the web?**
 - *Banking*
 - *Insurance*
 - *Consulting / Professional*
 - *Non-profit / Association*
 - *Government*
- **How to build an effective website** (What makes your e-marketing strategy effective?)
 - *Good website design, accessibility and usability*
 - *Web analytics and obtaining actionable insights*
 - *Search Engine Optimization*
 - *Email marketing*
 - *Mobile marketing*
 - *The issue of privacy and security*
- **A simple approach to an effective online presence (SOSCTAC)**
- **Conclusion**

Who Influences whom is up for grabs!

The Age of Deference



The Age of Reference



Most
Trusted
Source

Least
Trusted
Source



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CONCLUSION

Thanks!



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