Consumer Banking

Wealth Management

Overview

Citi is a banking firm that offers various financial services and digital products like loans, merchant offering, credit card, wealth management etc to consumers.

A task was given by Citi to plan a marketing campaign and pitch it to the, stakeholders - senior management of Citi.

To effectively plan the campaign, the following were analyzed;

- The target market
- Timeframe of the campaign
- Channels of promotion
- Citi's value proposition and
- The cost and revenue estimation

Value Proposition

The product of the marketing campaign is Citi's wealth management mobile app which enables tracking of income and expenses for budget control and gives access to investments and accounts from one platform, making it easy to manage wealth in one hand.

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Target Market

The campaign is targeted towards the mass living in the eastern part of Asia as it is more tech driven than other parts of Asia and most Citi's current customers are located in this region.

The product would be targeted to the following customer segmentations:

Geographic Segmentation

The campaign is targeted towards the masses living in the urban region of Eastern Asia. Countries in this region are Korea, China, Japan, Taiwan etc. This region is the most technological driven part of Asia.

Demographic Segmentation

This segmentation is sub-divided into the following segments

- Age: 25 to 50 years old
- Sex: Both male and female
- Income: High earners
- Education: Minimum of a bachelor's degree holder

Psychographic Segmentation

Middle class & upper class, cautious, budgeters, technology driven, aspirer, ambitious, risk neutral, opinionated

Behavioral Segmentation

Brand loyal, regular users, complex buying behavior, benefits-sought, speed of service, customer experience

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Time frame and media channel of campaign

The campaign would last for 1 year. During this period, there would be consistent targeting of customers and regular promoting of the mobile app.

The main media channels to be used for this campaign are TV ads, social media and email strategy.

The average target customer spends at least 4 hours in front of a TV and on the phone a day.

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Cost Estimation

The cost of the marketing campaign is as follows;

Costs	Amount
Number of customers reached monthly	500
Number of customers reached in 1 year	6000
Cost of acquiring 1 customer through media channels	$30
Cost of acquiring 6000 customers	$180,000

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Revenue Estimation

The revenue estimation of the marketing campaign is as follows:

Revenue	Amount
Revenue gotten from 1 customer	$100
Total Revenue gotten from 6000 customers in 1 year	$600,000

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Overall Analysis

Product	Citi mobile app
Value Proposition	Citi Mobile App enables tracking of income and expenses for budget control and gives access to your investments and accounts from one platform, making it easy to manage wealth in one hand.
Target Market • Geographic Segmentation • Demographic Segmentation • Psychographic Segmentation • Behavioral Segmentation	 Urban regions in the Eastern part of Asia 25-50 years, male and female, high earners, working class Middle class & upper class, cautious, budgeters, technology driven, aspirer, ambitious, risk neutral, opinionated Complex buying behavior, benefits-sought, speed of service, customer experience, brand loyal, regular users
Time Frame	1 Year
Media Channel	TV Ads, Emails, Social media
Finances • Cost Estimation • Revenue Estimation	 $180,000 $600,000

Result

Successfully planned the marketing campaign of Citi and gave an overall analysis of the campaign. In the marketing plan, the following were analyzed;

- The target market segmentation
- Timeframe of the campaign
- Channels of promotion
- Citi's value proposition and
- The cost and revenue estimation

The technologies used for this project are Excel and PowerPoint
The skills used are marketing analytics, financial analytics, research and descriptive analysis.

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THANK YOU