

Research on Commercial Banks' Construction of New Marketing Scenarios under Financial Technology

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Abstract. Commercial banks' financial services have ushered in new changes with the in-depth development of Internet technology and its close integration with financial services. Finance no longer exists independently in people's lives but relies on Internet+ to address every need in users' lives. The pain points of services are embedded in many life scenarios, providing scenario-based financial services seamlessly connected with customers' production and life, and more easily meeting customers' fragmented needs everywhere. Further from the macro and micro levels, analyze the construction of commercial banks' marketing scenarios in Internet financial technology. On this basis, this paper puts forward strategic suggestions for commercial banks in the context of Internet finance. After clarifying the significant business value of Internet finance, scenario-based construction effectively promotes the core business of commercial banks' strategic transformation.

Keywords: Commercial bank; Marketing scenario; financial technology.

1. Introduction

The scene change is an important trend of financial development in the future. Since 2015, the internalization of finance has accelerated after the superimposition of traditional financial services with big data, cloud computing, mobile Internet, and other elements. Financial services have been increasingly embedded in people's daily lives, and the concept and application of scene finance have been born. Alibaba, Tencent, Jingdong, and other Internet companies rely on their accumulated resource advantages to establish a strong leading edge in financial development. Such as Alipay, Wechat Pay, Jingdong Baitiao, and other products have been deeply integrated into the lives of residents. Commercial banks started scene finance late due to various reasons such as scale and system. But in recent years, driven by Internet finance, 5G, blockchain, mobile Internet, and big data technologies, more and more domestic and commercial banks have begun to explore the construction of scene finance. Through self-built scenes, integrated scenes, shared scenes, and other ways, financial products and services are connected with various scenes. Their organizational structure and marketing system is reformed to improve customers' stickiness to scene finance of commercial banks and gradually establish competitive advantages with other banks and Internet financial companies [1]. The development of scene finance has greatly influenced commercial banks' operations. Finance becomes more personalized, scientific, and life-oriented, directly promoting the transformation and development of commercial banks' business, greatly improving the efficiency and quality of commercial banks' financial services, and changing consumers' perception and consumption habits of finance. On the other hand, for developing scene finance, commercial banks also face many risks and challenges as well as difficult problems, which need to attract the attention of financial regulators and commercial banks.

2. Analysis of Marketing Mode of Chinese Commercial Banks

2.1 Service Oriented

Service-oriented is the most important marketing feature of commercial banks' marketing model. Any marketing mode of commercial banks is to provide customers with higher quality services through marketing. As a company providing services, commercial banks mainly provide corresponding financial services based on the carrier of currency and financial products [2]. In

essence, marketing activities provided by commercial banks can also be defined as service-oriented marketing activities. It can be further divided into support, core, and convenient services based on certain standards. And support and convenience are the main directions and ultimate goals of the development of commercial banks. The quality of product and service is the important factor that determines the marketing effect and is also affected by the service orientation factor.

Table 1. Data size of Chinese Banks from 2017 to 2021 (unit: TB).

Year/data type	2017	2018	2019	2020	2021
Telephone record data	947	1307	2484	4546	5728
Business data	1705	2762	3657	6927	9905
Data warehouse data	3156	5997	12594	14231	18784
Other structured data	5366	9767	15236	20415	27561
Unstructured data	3977	5012	7717	14355	20812

2.2 Focus on Key Customers as the Core

Consumers are an important factor in commercial banks' profitability, and they all hope to attract more consumer groups through various marketing activities to improve their operating profits. In most industries, a few people, including commercial banks, usually provide profits. Therefore, at present, commercial banks mainly target this 20% as the main marketing target. In marketing, commercial banks will first analyze and summarize customer categories and take customers at important levels as the main marketing target. However, personalized service, one-to-one service, and other services mainly focus on key customers to improve the satisfaction of 20% of key customers and ensure the profit margin of commercial banks. Commercial banks and 20% of key customers try to communicate with each other in various positive ways, hoping to achieve a win-win effect. Thus the two parties will reach a two-way stable win-win cooperative relationship.

2.3 Take Customer Relationship as the Content

In the marketing mode of commercial banks, relationship-based management planning is based on the overall level. Firstly, commercial banks should establish corresponding relationships with various people and improve customer satisfaction by maintaining and managing such relationships. Then, after the relationship is stable, regular maintenance will be carried out to ensure long-term stable cooperation between both parties.

According to the characteristics analysis of marketing concept and operation concept, the marketing mode of commercial banks must be based on customer relationships. The core content of a commercial bank's management of customer relationships is called "three-dimensional customer relationship management" [3]. Based on this, at present, commercial banks mainly deal with the relationship with various intermediaries, including investors, depositors, lenders, and other groups, based on giving full play to the information, policies, and other resources of intermediaries. In the specific time and conditions, corresponding products and services are provided. And, based on the deepening of the relationship, the repeated game between relationship subjects is realized. Finally, on a reasonable basis, the maximum benefit is achieved. Based on this, the bank's marketing mode is to design various marketing activities through relationship marketing and achieve the functional purpose of an intermediary organization.

2.4 Technology as the Core

The traditional commercial bank marketing methods and channels are simple and single. With the rapid development of Internet technology and the epidemic's impact in 2020, the financial industry must also carry out reasonable innovation. And commercial banks have begun to try new marketing methods, which makes commercial banks' marketing models have undergone huge changes and become more suitable for market demand. At present, the Agricultural Bank of China is actively promoting mobile banking and self-service banking. Many public and personal businesses cannot be

completed through the counter, so it has developed many online banking customers and young, highly educated, high-income customers. With the development of the times, commercial banks have obvious technical characteristics, and bank products are constantly reformed and innovated. When serving customers, new products and development directions in system technology, object technology, analysis technology, database technology, and other aspects have been brought to commercial banks. Commercial banks' marketing models have stable development and innovation [4].

Table 2. Proportion of e-banking users by the channel from 2017 to 2021.

Year	Mobile banking	Online banking	Wechat banking
2017	32%	40%	18%
2018	42%	46%	28%
2019	51%	51%	28%
2020	57%	53%	34%
2021	63%	56%	42%

3. Analysis of the Influencing Factors of 4P Theory on the Marketing Mode of Commercial Banks under Financial Technology

3.1 Product Factors

Under traditional marketing mode, through design, screening, promotion, testing, and other processes, new marketing product research and development activities are carried on. However, after using these responsible marketing methods, there is often no way to ensure the time limit of the product. Marketing product strategy in the era of big data requires commercial banks to conduct product research, development, and optimization based on customer needs. Their products are positioned to serve customers based on their real needs. To promote differentiation products and customized products, especially in the background of the big data era, through the application of data analysis technology, commercial banks can master customer needs. Formulating corresponding product types and marketing plans for different customer groups with different needs guides customers' purchase demands and enhances the core value of commercial bank products [5]. The good time of profit by interest margin has gone forever with the entry of interest rate liberalization. Therefore, commercial banks must explore more development paths and directions in the new era and improve customer satisfaction with new products.

3.2 Channel Factors

Telephone banking and self-service banking are common traditional marketing modes of banks. However, according to the actual development of the current situation, traditional marketing channels have been impacted in the era of big data. While marketing team also basically belongs to counter marketing, and team management is relatively single. Traditional marketing channels play an increasingly weak role, urgently needing to be innovated and developed. Currently, the marketing mode of commercial banks urgently needs to change, and the current sales channels and channel management methods have faced great challenges.

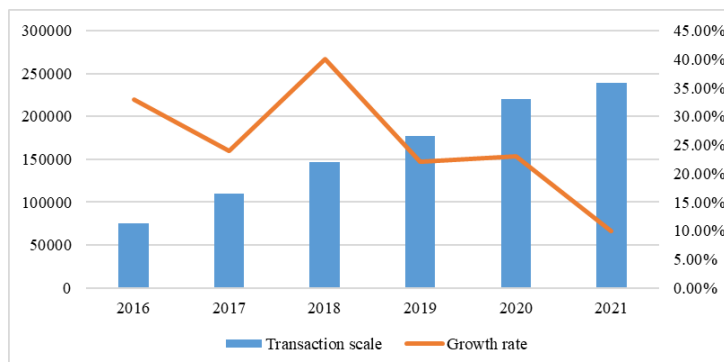


Fig 1. Transactions in the Chinese e-commerce market in 2021.

By analyzing the relevant data in the figure above, it can be seen that the online business volume of the three major banks has achieved rapid development after opening Internet channels and has exceeded about 85% of the business volume in the whole industry. New technologies and team marketing models are bringing greater opportunities, and these statistics also show the decline of formal traditional marketing channels. Therefore, we can see that the arrival of the Internet era and the promotion of the big data era have great opportunities and challenges for the channel development of commercial banks.

3.3 Price Factors

Price refers to the price paid for a product, including the payment term and discount. Price and price decisions play an important role in enterprise operating profit, product sales, cost compensation, and other aspects. In contrast, demand, cost, and competition are the main factors affecting price. Cost determines the lowest price limit for the product, while market demand determines price volatility and ceiling [6]. In product pricing, the recognition of key customers is particularly important. At the key customer level, the cost includes not only the price of the product, and the currency paid by the customer is only part of it. The customer cost also includes the management cost and risk cost.

3.4 Promotion Factors

Promotion refers to publicity and notification of services, ideas, and products by companies or institutions to consumers so that they can improve their satisfaction with the products, understand the real needs of customers and promote the products according to reasonable requirements. A normal promotion mix includes advertising, personnel, resources, relations, and other aspects. Because consumers are the important subjects deciding marketing channels, enterprises need to establish a communication mechanism based on customer relationship management to communicate with consumers effectively. However, in the context of modern society, the channels for consumers to receive new things and information are constantly expanding. Only advertising information is more than one piece daily, and consumers are in a state of weak reception. Material resources conduct in-depth analysis and processing of the received information, which also weakens the influence of the traditional promotion mode to a certain extent [7]. Therefore, establishing effective communication channels based on customer relationships with consumers in the modern context has put forward higher requirements for enterprises. Making products in line with customer expectations is the most important.

4. Measures and Methods for Commercial Banks to Set up Marketing Scenes under Financial Technology

4.1 Make Use of Financial Technology to Strengthen Scenario-based Marketing

The biggest feature of the bank in the future is that “branches will be everywhere”. Commercial banks should abandon the past “cast a net” marketing propaganda, but for different customers and

products to build different scenes, through the scenes to achieve “8*24” hours of marketing. Connect online and offline community scenes so that the public can interact with each other online. Through high-frequency scenes, customers can stay online, strengthen the sharing with community resources, and connect with customers’ water, electricity, and other life trivial matters. At the same time, commercial banks should make full use of all the resources of the scene platform and make the resources of the other party available to commercial banks. Taking the marketing of ETC customers as an example, commercial banks can strengthen the strong connection with express companies. Automobile platforms grasp the license plate number and identity information of customers and let the other party’s personnel help commercial banks in marketing to solve the problem of the insufficient workforce and material resources of commercial banks’ marketing. Explore cooperation with communication providers such as China Telecom and China Mobile as well as shopping malls and supermarkets with extensive stores and chain stores, establish commercial bank service stations, and realize access to customer and capital flow. Introduce the third party to deploy equipment and service tools in branches, sharing customer resources and driving the number of customers to the store. Break through the limitations of regional scenarios, and increase product marketing efforts in county-level cities and towns with credit cards and ETC businesses as the starting point.

4.2 With Clear Positioning, Strengthen Precision Marketing

Commercial banks should introduce professional data analysis software and use big data and artificial intelligence algorithms to take a variety of specific indicators. Such as basic customer information, expenditure information, financial information, travel preference, family situation, and asset status into careful consideration, and form a 360-degree customer information database. Strengthen the application of digital and intelligent system platforms, identify customer characteristics through portraits, explore potential customers, match or make appropriate scenes, and realize the effective connection between customer demand and financial services [8]. Commercial bank branches should use every opportunity to contact customers and collect data as much as possible. Set up a customer acquisition marketing team at branches, and abandon the traditional point-to-point linear operation mode such as canvassing in streets and cold visits. Through the marketing team to carry out point-to-point and one-to-many chain marketing activities, take value-added services as the focal point for B2B marketing. Hence, offline scene acquiring customers in batches is realized to improve the efficiency of acquiring customers and reduce the cost of acquiring customers.

4.3 Use Internet Thinking to Strengthen Marketing Scenes

Under the traditional operation thinking, commercial banks mainly operate on task indicators, and the performance assessment of various work highlights the completion rate of business indicators. This is easy to lead to branches completing indicators to complete indicators, while ignoring the strategic planning of laying the foundation and managing the long-term [9]. Commercial banks should set up Internet thinking, adopt different marketing management methods for different customer groups, and realize batch and fission marketing.

First, it is the “wholesale” of retail business. Fully excavate the company’s credit customers, expand the agency’s source customers, deeply integrate the daily linkage of the company’s business with the activities of retail enterprises, establish the standardized template of “enterprise bank”, and improve the quality and efficiency of enterprise bank activities. Organize staff to go deep into payroll credits units and communities to conduct marketing and reasonably use the other party’s platforms and channels to market with customers in batches. For example, the branch staff can take advantage of the opportunity of changing the password of the newly issued card to enter the payroll credit enterprises and public institutions and guide the new users to open the mobile banking APP to improve the use efficiency of mobile banking.

Second, it is the “wholesale” of corporate business. Supply chain finance is increasingly popular among commercial banks, enterprises, and other circles. Commercial banks should take the initiative to establish the thinking of supply chain financial marketing, take the initiative to open up the “batch”

marketing of small, medium, and micro customers under the upstream and downstream of core enterprises, and improve customer groups as soon as possible. Focus on private banking, middle and high-end mortgage customers, and develop a high-end gold customer “gold mining system” [10]. Pay attention to cross-selling products, focus on international settlement, chain finance, off-balance-sheet financing, insurance agency, executive equity incentive, and other product sales to corporate customers. For private customers, focus on the sales of comprehensive products such as deposits, financial management, insurance, trust, and credit cards, especially with the help of the resource advantages of commercial banks to provide customers with more personalized value-added services.

5. Conclusion

The business scene of commercial banks is the trend of the future development of the financial industry. Commercial bank branches are no longer the main platform for business development but are replaced by ubiquitous financial services and scenes. More and more financial services will be embedded in various platforms and closely connected with people’s daily life. As the pillar of the national economic lifeline, commercial banks will continue to play the core role of the economic booster. As a commercial bank, it should vigorously develop scene finance and select feasible construction modes based on its reality. Adhere to the combination of short-term and long-term, adhere to the combination of scene construction and main business development, and adhere to the combination offline and online. Optimize the organizational structure process and vigorously build a team of financial technology talents. Make the connection between business and various platforms richer and wider, establish a large financial database of the commercial bank scene, and make balanced efforts from the three dimensions of foreground marketing, middle-stage operation, and background support. Focus on security prevention and control, strengthen cooperation with Internet and financial technology companies, and realize financial empowerment. From the consumer and industry chain perspective, construct a scene with certain characteristics, good integration, and good interaction to achieve good business development while helping the public dream of better economic, financial, and social life.

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