

EFFECT OF CONTENT MARKETING STRATEGIES ON CUSTOMERS ENGAGED IN ONLINE BANKING SERVICES: A CASE STUDY OF ABC BANK PLC

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1. Introduction

In today's competitive digital landscape, banks face increasing challenges in standing out. Traditional marketing methods often fall short of capturing attention and building trust. Despite the rise in digital marketing, many banks struggle to effectively engage customers and set themselves apart in a crowded market. The bank named ABC due to brand restrictions preventing naming. This research aims to find the effect of content marketing strategies in addressing this challenge and driving customer engagement toward financial services.

2. Research Methodology

This study was conducted using positivism philosophy, a deductive research approach, and a case study based survey. Quantitative data was collected using a structured questionnaire to sample 384 customers selected using simple random sampling from a 2 million customer base at ABC Bank's head office. The data analysis was conducted using the Pearson correlation and Multiple Linear Regression Test.

3. Findings and Discussion

The study results emphasized a strong positive relationship between educational content marketing strategy, Customer Stories and Testimonials marketing strategy, and Interactive Content marketing strategy with Engaging Customers. Educational content offers valuable insights, helping customers make informed financial decisions. Customer stories build trust through authenticity, while interactive content engages customers, enhancing their brand experience.

4. Conclusion and Implications

Online bankers should focus on creating high-quality educational content that addresses customer concerns, use customer stories to build trust and develop interactive content like quizzes or webinars to boost engagement. Leveraging data analytics to track and optimize content performance is essential, as is maintaining consistency across all marketing channels for a cohesive brand message.

Keywords: Content marketing strategies, Customer engagement, Financial services, Educational content, Customer stories, Testimonials