

THE ADOPTION OF DIGITAL MARKETING IN FINANCIAL SERVICES UNDER CRISIS

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Abstract: *Led by social media, online search, consumer generated content, virtual communities, and considering the increased focus on digital technologies, the longer-term prospects for digital marketing and the global online medium continue to be bright. Given the recent decline of the financial markets and the economic fallout, financial institutions have to implement new digital marketing techniques both for cost optimization and for dealing with the crisis of confidence.*

Key words: *digital marketing tools, financial crisis, customer confidence.*

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