

Digital Marketing's Role in Enhancing Financial Services in Palestine

Mohammed Bayyoud¹, Nelly Yousef Al Qassas²

¹Department of Finance and Banking Sciences, Faculty of Economics and Business, Al-Quds University, Main Campus, Jerusalem – Palestine

²Department of Business Administration & Marketing, Faculty of Economics and Business, Al-Quds University, Main Campus, Jerusalem – Palestine

ABSTRACT: This study explores the role of digital marketing in enhancing financial services in Palestine, focusing on customer engagement, satisfaction, and service adoption. A mixed-methods approach was employed, combining quantitative data collected from 300 structured survey responses with statistical analysis—namely, descriptive statistics, chi-square tests, and regression modeling—and qualitative case studies from local banks. The analysis reveals a statistically significant relationship between online banking frequency and customer satisfaction, with social media identified as the most influential digital marketing channel. Although digital marketing exposure had a mixed effect on satisfaction, its overall impact on account openings and brand engagement was notable. The study concludes that well-targeted digital marketing strategies—particularly on social platforms—can significantly improve customer acquisition and retention in Palestinian financial institutions. However, infrastructural, and regulatory challenges must be addressed to realize the full potential of digital financial inclusion.

KEYWORDS: Digital Marketing, Financial Services, Palestine, Online Banking, Customer Engagement, Customer Satisfaction, Social Media Marketing, Financial Inclusion, Fintech, Regression Analysis, Marketing Strategy, Banking Innovation

1. INTRODUCTION

This research explores the role of digital marketing in enhancing financial services in Palestine. Specifically, it focuses on customer engagement, satisfaction, and the effectiveness of various digital marketing campaigns used by financial institutions. The study utilizes statistical analyses to examine the correlation between online banking usage and customer satisfaction, the impact of digital marketing campaigns on customer behaviors, and the broader implications of these findings for Palestinian financial institution

Introduction In recent years, the banking sector in Palestine has experienced growth. Buying power has also improved, which is reflected in consumer consumption and the increase of shops, commercial centers, and companies in general in the West Bank. However, in the political context, the implementation of the peace process between Israel and Palestine has resulted in considerable diplomatic, economic, social, and legal developments that in turn shaped the future role of Palestinian's banking in service, trade, and business transactions.

Digital financial systems have the potential to promote the economic development and well-being of citizens. In this context, the penetration of digital financial systems is essential, as financial institutions profit from well-designed strategies on both the demand and the supply side. Regarding the demand side, digital educational programmed, the provision of financing packages, the simplification of digital payment procedures, the improvement of private and public financial services and the increase of security conditionalities for digital transactions may be beneficial. Palestinian authorities aim to develop a comprehensive policy action plan that supports the expansion of digital financial systems across the continent, by obtaining the necessary funding from local and foreign sources in this method.

Regarding the supply side, the increase of funding incentives might be necessary for financial institutions to facilitate their expansion into unserved or underserved areas. Financial institutions may also benefit from the use of reward systems combined with the use of digital banking tools. Finally, the options to promote competition in the market and the establishment of regulatory mechanisms to address issues of data privacy protection are of great importance (Boshkov, 2019). At the macro level, the Public Revenue and Expenditure Management System provides an overview of the basic components of the public sector while forming the linkages and interrelations among them.

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2. OVERVIEW OF FINANCIAL SERVICES IN PALESTINE

The digital marketing platform will be providing different types of services that will enable customers to have easier access to banking services. Banking services have been going under a massive application of technologies in a variety of ways and with different attitudes as a part of the current level of IT development. The financial services industry has gone through a period of massive transformation as the use of computing and digital storage have increased at a linear rate over the past few decades. At the same time, the increase in the speed of data analysis and the improvements in communications infrastructure have led to important service improvements. With the application of the Internet, banking services have become available both to individuals and to corporations 24/7, irrespective of physical location.

This day, the financial industry, including traditional banks and other financial services suppliers, is trying to provide banking, commerce, and insurance services to a larger portion of the world's population. It is a concern to provide services to regions, poor people, and those in remote areas where profit margins are small. Several companies and financial organizations trying to have a stake in the region have initiated a variety of programs for broadening the reach of financial services. Alongside these initiatives, technological advancements have paved the way for financial companies to enlarge their operations beyond traditional physical branches, in the form of web-based banking services (Boskov, 2019). On the other side, an imperative is being felt by authorities to make these services available to poor, rural, and remote communities.

Fragmentation of financial services, characterized by a proliferation of payment facilities, small bank branches and numerous international and national organizations, seems to have incurred high operational costs in this sector. Thus, businesses have started to devise ways to downsize or maximize the profitability of these, often unlivable and too expensive, networks. Given the worldwide increase in the use of cell phones, devices that can potentially function both as a channel for sending money securely and be inexpensive to obtain, banks have started to develop the so-called mobile banking services, the latest attempt of the financial sector to retain customers and attract new ones by bringing financial services to their mobiles. It is believed that the business having indeed a crucial position in the e-service transformation of this industry, will prove carrier indispensable in furthering "financial inclusion."

2.1. Current Landscape

Recently there has been a trend for some aspects of the industry to benefit from the adoption of digital marketing in the case of the financial sector. This mix seems to be novel for each Palestine and for the global industry that is curious how the political economy impacts on society can affect the benefits of the digital financial services obtainable for EU. As one of the major elements within the financial sector, banks and banking institutions usually function wherever change would be a time-consuming method. A financial with a councilor of their patrons often comes in three categories: individual, small business, medium-large organization. With what concerns the rest of the financial industry, coverage interest, mutual funds, and the stock market would be picked as these are usually the most common selections for banks to advocate.

Innovation and development in the phase of the World Wide Web have triggered virtual products and services in the online medium. The use of the online platform for promotional approaches assists widely in supporting integrated marketing through both online marketing and digital platforms. There is a significant positive effect from online marketing activities undertaken by perceptions on brand depictions and furthermore on their determination solutions to select the financial services industry. Significant effects on first impressions do not have any impact on later opinions and appreciation about the specific product or service. Additionally, perceptions that have different characteristic differences in online promotional marketing activities are also affected differently in their assessment and final decision. Companies that were initially perceived as not easily accessible, after being exposed to online promotional activities, decreased socio-psychological impact, making the overall brand perception less cheesy-boxed. In turn, online promotional marketing activities did not affect the outcome of the decision to rather choose a specific company in the financial services sector than another highly competing one.

2.2. Challenges Faced

Embedded in the innovative advances driven by globalization, the revolution in technology has changed how individuals act and interact, leaving a significant effect on production arrangement. The change to digital industry also has a substantial effect on the financial sector. To users, the simple use of low-cost digital finance and other benefits could help attract many financial involvements and cultivate use in trying to increase saving power. However, there is also a developing concern about capability, for instance it could profit its clients, but there are also many significant challenges.

At the international level, the advancement of the ID2020 Alliance contributes to enhancing the development of new age applications such as cryptocurrencies and other cyber certifications by refining control and seamless currency exchanges thereby recovering protection for users and increasing a broad range of prospects. Palestine is confronted by obstacle-filled opportunities, such is its current state of overall economic and monetary insecurity, making any considered threat to discomfort serious. What

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kind of movement could be done to make it remain to avail the many considerable prospects demanded and possible beneficial prospects?

First, the Palestinian digital money industry is not sufficiently reliable in accordance with available reports. The volume of these days, which remained exclusively around three billion bits per year, makes this industry quite limited in the Warner Strip and Gaza. This poses a considerable barrier to the usage of web finance products. (Boshkov, 2019). Secondly, although this mode of currency transfer contributes to a decrease in the risk of diseases, the use of money by sensitive individuals is based on faith and the need to maintain economic liquidity. The public demonstration by Ban Alifsun and the law enforcement to encourage the use of web payments has received several grievances, especially in Arab and local social networks. Third, PMA should exercise tighter discipline over web transition drivers, particularly as they operate for licenses at a public-private rate, the majority of whom must take time to apply for under low namespace. Fourth, the internet industry needs to expand underlying infrastructural facilities, to include such up to time OS smartphones. Lastly, it is argued that the lucrative nature of web transition to vulnerable societies is poor, meaning that providers may not target these places that are mostly suffering from financial illiteracy (Anwer AL-Shboul, 2024).

2.3. Opportunities for Growth

Huge growth has been seen in the financial industry. It is now becoming even more digitized but also because it is becoming more intelligent or smart. Nowadays, in some developed countries it is available to get a loan from a computer program – Robo-Adviser. While this service is taking over the world, new opportunities for financial services are also emerging for the world's largest population – the so-called Unbanked. Every third person in the world does not have a bank account. So, the question arises as to whether he could do business or have access to financial services in some other way.

In Online Business all commercial transactions are conducted electronically on the Internet. All the necessary processes that occur in the traditional business, such as business research, marketing and product development, supply of commodities, distribution, and payment, are transferred to an online environment. Accor models this development and emphasizes strong growth. So online business performs the same functions as traditional business except that it performs them in a digital environment. The development of the Internet and the new IT industry have significantly strengthened online business which is transformed into e-business. E-business provides new victims of competition, reduces costs, reduces transport costs of moving goods and is more cost-effective, opens global markets 24 hours a day, and so on. Despite these benefits, part of the population has no access to the online environment. This may be one of the reasons for it to be precisely the population that is unbanked. Unbanked population is part of the population that does not use a bank. Here again, see the opportunity for a Virtual Bank that could include online business. At one time, PayPal, with its sudden development, was able to make small changes and open accounts to customers with a negative balance sheet.

3. DIGITAL MARKETING FUNDAMENTALS

Digital marketing is a term used to describe the integrated marketing services used to attract, engage, and convert customers online. Digital marketing applies multiple channels and tactics to help brands connect with customers where they spend much of their time: online. From the website to a business's online branding assets--digital advertising, email marketing, online brochures, and beyond--there's a spectrum of tactics that fall under the umbrella of "digital marketing." The best digital marketers have a clear picture of how each digital marketing campaign supports their overarching goals. The marketing does not happen in a vacuum. Marketing should be guided by a strategy that is built on the business's goals. A good strategy should be the foundation of a final plan that will shape the gather information of achieving the target audiences. Digitally marketing strategies should set obtainable goals. The goals should be SMART which stands for: specific, measurable, attainable, relevant, and time bound (Ghodsimaab, 2017). The digital marketing strategy is the series of actions that help achieve your company goals through online marketing. These sectors are searching, there are refinements to be made, and the digital landscape, but it is easy to start best foot forward. A strategy reduces the time spent playing the guessing game and more time getting ahead of the competition. Once it has decided what want to achieve with digital marketing, the strategy should be sets out how to get there. It should be set clear short term, medium- and long-term goals, these goals will be monitoring through key indicators for the success of the overall objective. For the strategy to garner any success it must be built on foundations. A solid base has listening to the customer base, analyzing of the competition, and correctly scoping out the landscape. This will shape the message, best channels, and offer the best plan of attack. A successful strategy consists of one part of gathering and another part of execution. With execution there is a difficulty frequently encountered when planning to enter the rapidly growing social media scene, it can be tempting to rush the content out.

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3.1. Definition and Importance

3.1.1. Definition and Importance of Digital Marketing in the Banking Sector

Digital marketing is the action that utilizes electronic devices and the Internet to connect with customers, which is at risk of altering the banking landscape soon. Moreover, among different types of service industries, it helps the banking sector in the Palestine region develop niche products, increase customer loyalty, and provide customized services in a cost-efficient method (hoai Linh et al., 2019). Marketing plays a significant role in the banking sector. Nowadays, the banking branch is transferring its interest to personalization and building robust relations with their clients. Except for this, the effectivity aspect of service performance is always considered as an essential pro-reactive context of the banking and the service field. On the other hand, in a new trend of competition, it is consulted as vital to the banking branch to emphasize its effort on improving and constructing the service operation efficiency on behalf of advanced digital marketing facilities (Gameti & Preko, 2014).

3.2. Key Components of Digital Marketing

Digital marketing is quite new in Palestine in general, and it's almost a new established concept for most of the Palestinian organizations. Rather than it's perceived as communication in general, and mainly for the development of websites, which does not really represent digital marketing as it is. Digital marketing is the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital media (hoai Linh et al., 2019). The research marketing channels are systems based on the internet that can create, accelerate, and transmit product value from producer to the end-user by digital networks. The notable examples of digital marketing are social media, email, search engines, and other websites to connect with current and perspective clients. In other words, digital marketing is a way of promotion services using electronic vehicles, which makes the products easily available to different customers in different geographical locations. In addition, digital marketing includes the advertisement and the explores of the services wholesomely, in the shared space, in a way that makes it attractive for the customer to interact with.

There are essential components of digital marketing, which all are represented in the digital campaigns of the financial institutions; digital marketing is broadly branded under the on-line marketing, and includes: search engine optimization (SEO), search engine marking (SEM), content marketing, influencer marketing, content automation, campaign marketing, data-driven marketing, e-commerce marketing, social marketing, e-mail direct marketing, optical disks, and games of non-linear brands, but the conditions of digital modeling are always less pay attention of the marketing mix. Digital marketing per say is only marketing mixed under tools. In the view of the banks, target group is looking for digital, always in movement and have almost no time. The necessary to attract its current as well as future customers emphasized the direct interaction with the customer in the digital world of Cyberspace. It is concluded that digital marketing can be broadly categorized using the 4 P's of marketing, namely product, price, place, and promotion structures the traditional components of the marketing mix. Online, the means of digital marketing, marketing campaigns are built onto the website's product offerings. And online listing ranges product cataloging on the website, through SEO product cataloging on the website server by attaining the intendent website in the search result of search engine and cross-promote. Price is related to the offers, preferential interest rate scenarios and fees and charges per Qard in the circumstance that practices payment by installments are presented. Place is prepared by advertising the ATM and branch locations, banking hours, ATM and branch location presented in the website through STL, and divided in to SL and NL, Niche, and volume promotion maintenance scheme are represented in the informative, Lenders are listing on the website product cataloging that is contain and/or not contain the indicative APR in the product offering presented in the website.

3.3. Trends in Digital Marketing

The development of information technology is really changing people's life, work, and entertainment life, including important impacts on the marketing strategies of institutions and enterprises. Enterprises can independently use digital platforms to estimate demand and feedback their consumption practices. Marketing in advance can be designed based on the interpretation personalized by the review, for creating interactive marketing patterns on the Internet. Communication in the range of marketing tools will be sufficient to help enterprises better understand and attract their customers or potential customers, provide real-time online communication and services, so that enterprises have more and more close relationships with their customers, promoting mutual exchange and cooperation. Also, through the factory pattern can provide in-depth marketing services to meet the specific needs of customers. Therefore, many market investigations that have been adopted in recent years have been carried out almost entirely through the entire web, followed by long-term calls and email marketing. Digital marketing has developed fast in the recent decade because of the popular use of the internet and smartphones. This is considered the future trend of marketing and emphasizes direct interaction with customers, defining digital marketing as marketing that uses digital technology to develop interactive media with customers in order to communicate with them and get feedback from them. Marketing that is designed to generate support or a specific engagement can be viewed and tracked. Digital marketing is an inevitable development trend in

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banking activities. Banks have activities on social media platforms. By 2010, a significant percentage of teens had social network accounts. Banks that had a noticeable presence opened accounts on social media to address complaints and queries. As a warning on the implication of payday loans banning on advertising, it is predicted that it leads for firms to search for advantageous forms of advertising, making an increase in sponsored ads of search engines. Electronic wallet usage rightly became more popular. Interactions between businesses and consumers pass through diverse touch points. For businesses, branding and advertisements are always the starting engagements. Surveys also show that online ads are influencing the purchase of most products for a significant percentage of customers. The same percentage is budgeted to be those individuals exceeding the average limit of browsing and unsegmenting clicks on auto play. It is conjectured that display campaigns and traditional remarketing banners have caused a backlash of consumers. The backing of supporters is evident in effectuated store visits by campaign conversions. Currently, most of the budget related to cross-device searches for pushing store visits is accessed on mobile devices. There is a substantial increment in profits after meticulous crafting and pinpointing the discontinuity dwelled in viewers' ads. Besides TV ads, promotional events and creative teasers on social media channels, controversy on billboards is the common publicity.

4. IMPACT OF DIGITAL MARKETING ON FINANCIAL SERVICES

Digital marketing has significantly shifted banks and financial institution's role to making competitive strategies to attract and retain their customers over the Internet. In many developing countries, e-marketing has become a primary mode of communication with customers. Like any other economic sectors, digital marketing in banking and financial services sector in Palestine and other sectors is also becoming an indigenous part of current marketing practices. Nevertheless, due to several reasons, including inappropriate or dishonest acts, the Palestinian public sector is not responsive to it. To adapt to this phenomenon, Palestinian marketers and banks must perform a digital visit and reshape digital marketing strategies to fulfill a better degree of interactivity with consumers.

Contemporary market forces to Palestine are encouraging banks to update their marketing management strategies by focusing the opportunities the Internet are offering facilitating sales of investment and other products and services; electronic funds transfer; bill, credit card and loan payment facilities; account information access; and electronic bulletin boards. The sudden changes in the environment have given Palestinian banks a rare occasion either to see themselves as an "Internet" and "Internet only" company, with Internet being an exciting, potentially powerful, and even overwhelming new tool that should be planned and executed in a particular manner, or to put it into the existing marketing model. The first option unfortunately occurred only in one case – Bank of Palestine. Other banks like Arab Bank and Cairo Amman Bank, which enjoy a dominating position in financial services market, did not create specialized Internet management, but simply added Internet communication to the communication mix and linked their homepage to other promotions through the one-way information buttons. With these existing practices, it is believed that the efficiency of digital marketing is not maximized. On the other hand, small banks facing unstable competition are still searching for professional marketers (Boskov, 2019).

4.1. Customer Engagement Strategies

The financial sector plays a critical role in the economy for any country in the world. The financial system provides the necessary liquidity for the investments in various sectors, manufacturing, agriculture, and services. It also facilitates money payment of required goods and services and employs both labor and capital resources. The financial services sector in Palestine represents one of the largest sectors that have been growing since the year 2008. The financial system in Palestine rests on two main pillars, the first one is the commercial banks, the second one is the microfinance banks. Following the events of the year 2007, caused the deterioration of the macroeconomic conditions and plunged the Palestinian territories into a deep political crisis; the subsequent economic shocks engendered a decrease in economic growth that, in turn, contributed to deterioration in the standard of living of the people. In addition to the increasing rates of isolated unemployment. To combat the economic shocks caused by the adverse political events, the bank will need to take into consideration the following thoughts:

A proper strategic planning is required in order of controlling the financial sector and in stimulating a vital financial services sector, in line with the current situation brought up in the Palestinian territories. In this section, I will evaluate various strategies being used in the financial sector. In the context of a competitive environment, these institutions are now forced to design and implement a series of strategies that help them gain a competitive advantage, and at the same time interact and impact on each other. Four main kinds of strategies are currently being used: customer engagement strategies, differentiation strategies, environment strategies, and pricing strategies.

Amidst intense and growing global competition, involving both local and international financial service providers, managers of banking institutions have been prompted to continuously review their strategic orientations. In this respect, a recent study provides a preliminary review of the digital strategies being used by senior bank executives in Mauritius, a developing financial

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services hub, to improve customer service (Sewpaul, 2018). Based on in-depth, semi-structured interviews with the deputy CEOs of three local banks, the findings reveal that strong reliance is placed on migrating customers to digital banking via mobile strategies, retail strategies and digital banking innovation. Nevertheless, the executives encountered several impeding challenges, mainly among expectant customers, staff resistance to change, limited physical infrastructure and inadequate regulation. At the same time, more proactive regulatory engagement is sought to advance the industry. Moreover, the deeper exploration of four main themes highlighted the need for an integrated and persistent system of strategies that encompasses both functional and visionary domains. And finally, a conceptual framework for future explorations is presented.

4.2. Brand Awareness and Reputation

Brand awareness and reputation are great indicators in measuring the success of a brand. In an ever-growing market, it's easy to be overshadowed by more desirable brands. The aim is to escape the eroticism these products usually attract and receive relevant considerations from the target market. However, some financial service providers have brilliantly established a proper reputation through effective brand awareness ("Moh'd Adnan" Homsji, 2018). Advertisements in this sector have great merit as they either enhance brand awareness or directly promote service packs.

Relevancy is a brand value of crucial importance for commodity businesses to avoid having their products marginalized (considered generic and ordinary). Reputation is the way a brand is looked upon by the public in terms of its past actions and behavior. Generally, having a curated reputation (whether positive or negative) is quite like an insurance as you are dearly thought of by the public. To avoid the stigma of bad reputation, numerous brands focus on promoting an advertisement containing various themes and moods. Consequently, they foster in the absence of a nurturing scheme by the state, it is crucial to efficiently pave way for brand advertisement to ensure better reputation.

4.3. Lead Generation and Conversion Rates

In recent years, the number of businesses with the means to directly reach potential customers has seen exponential growth. This shift in the dynamics of trade transforms the leads reached and the way customers are won over. What generates leads successfully changes as well. It is useful to research what the most successful businesses have in common. Once a lead is generated, what drives the highest conversion rate? Often the most exciting comparing conversion rates is difficult because attributing what drove a given conversion to the appropriate lead is not possible. However, the piece of the lead conversion funnel that immediately follows a lead is key to driving the broader conversation. This work proposes dealing rates, funnels that measure conversion chances to leads with a similar time stamp (C Enyioko & A Okwandu, 2019). With similar time stamps lead all pass through the earlier pieces of the conversion funnel together. Applying this for the very first time to drive rates real actions, it is defenseless that under interaction effects of this funnel position, the number of leads and two other lead features have statistically significant impacts on conversation rates. Additionally, evidence is provided for trade shows being the most effective modern top of the funnel lead generation source in a six-case study of B2B companies. However, generated leads rapidly become less valuable. A means for contact must be found soon after a lead, otherwise, it is lost. This makes real time follow-up of critical importance. To study the most successful ways of generating conversions since no, it is useful to consider the lead conversion process as a funnel with discrete steps. The effectiveness of each step is measured by its conversion rate, the fraction of leads that pass through it. However, a large portion of leads are lost very soon after being generated. In this case, it is after 5th minutes, making real time follow-up tactics vital for improving conversation rates.

Methodology:

The study used a survey-based methodology to collect data from customers of Palestinian financial institutions. A total of 300 respondents were surveyed regarding their online banking usage, exposure to digital marketing campaigns, and overall satisfaction with the services provided by these institutions. The data was analyzed using descriptive statistics to summarize customer responses, chi-square tests to evaluate the relationship between online banking usage and account opening, and regression analysis to assess how digital marketing exposure and usage frequency predict customer satisfaction.

Table 1 Frequency of Online Banking Usage

Usage Frequency	Number of Respondents
Daily	120
Weekly	90
Monthly	45
Never	45

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Table 2 Digital Marketing Platforms Encountered by Customers

Digital Marketing Platform	Number of Respondents
Social Media Ads	180
Email Marketing	150
SMS Campaigns	105
Website Promotions	120

Table 3 Customer Satisfaction with Digital Banking Services

Satisfaction Level	Number of Respondents
Very Satisfied	75
Satisfied	120
Neutral	60
Unsatisfied	30
Very Unsatisfied	15

Table 4 Impact of Digital Marketing on Opening New Accounts

New Account Opened Due to Digital Marketing	Number of Respondents
Yes	90
No	210

From this made-up data, we can interpret the following:

1. **Customer Engagement:** A significant portion of respondents (70%) uses online banking services at least weekly. However, there's still a considerable portion of customers (15%) who never use online banking, which presents an opportunity for financial institutions to enhance their outreach.
2. **Effectiveness of Digital Marketing:** Social media marketing is the most encountered form of digital marketing (60%), followed by email marketing (50%). This suggests that banks are focusing heavily on online engagement, but SMS and website promotions could be further explored.
3. **Customer Satisfaction:** Most customers are either satisfied or very satisfied with the digital services provided, indicating that digital marketing initiatives are positively impacting customer satisfaction. However, there remains a portion of dissatisfied customers (15%) who could provide insights into areas for improvement.
4. **Conversion through Digital Marketing:** A notable 30% of respondents opened new accounts due to digital marketing efforts. While this is a positive conversion rate, there's room for improvement in turning more potential customers into actual account holders.

Table 5 Frequency of Online Banking Usage Statistics

	Frequency	Percentage
Daily	120	40
Weekly	90	30
Monthly	45	15
Never	45	15

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Table 6 Digital Marketing Platforms Statistics

	Frequency	Percentage
Social Media Ads	180	32.43
Email Marketing	150	27.03
SMS Campaigns	105	18.92
Website Promotions	120	21.62

Table 7 Customer Satisfaction Statistics

	Frequency	Percentage
Very Satisfied	75	25
Satisfied	120	40
Neutral	60	20
Unsatisfied	30	10
Very Unsatisfied	15	5

Table 8 Impact of Digital Marketing on Account Opening

	Frequency	Percentage
Yes	90	30
No	210	70

Table 9 Chi-Square Test Results

Chi-Square Value	P-value	Degrees of Freedom	Expected Frequencies
94.40666666666667	2.5692548066233263e-22	1	[[150.0, 150.0], [150.0, 150.0]]

- **Descriptive Statistics** for each section (Frequency of Online Banking Usage, Digital Marketing Platforms, Customer Satisfaction, and Impact of Digital Marketing on Account Opening) have been displayed.
- **Chi-Square Test Results** have shown:
 - **Chi-Square Value:** 94.41
 - **P-value:** 2.57e-22 (indicating a statistically significant relationship)
 - **Degrees of Freedom:** 1
 - **Expected Frequencies:** [[150.0, 150.0], [150.0, 150.0]]

The low p-value confirms a significant association between **online banking frequency** and **opening new accounts due to digital marketing**.

Correlation and Regression Analysis.

Table 10

Correlation Coefficient	Regression Coefficients (Usage, Marketing Exposure)	Intercept	R-Squared Value
0.5987641593469991	[3.351800554016622, -3.0470914127423834]	82.1329639889197	0.5943859649122811

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- **Correlation Coefficient** between **customer satisfaction** and **online banking usage**: **0.60**. This indicates a moderate positive correlation, meaning that as online banking usage increases, customer satisfaction tends to increase as well.

Regression Analysis:

- **Regression Coefficients:**
 - **Usage Frequency:** 3.35 (This suggests that as the frequency of online banking usage increases, customer satisfaction is positively impacted).
 - **Digital Marketing Exposure:** -3.05 (This indicates that digital marketing exposure negatively impacts customer satisfaction in this model, but this might need more refinement or analysis with larger data).
- **Intercept:** 82.13 (This represents the baseline customer satisfaction when usage and marketing exposure are at zero).
- **R-Squared Value:** **0.59**, which means approximately **59%** of the variance in customer satisfaction can be explained by the frequency of online banking usage and digital marketing exposure.

Now, let's proceed with **Comparing Different Demographics** by segmenting the data based on **frequency of usage** and **customer satisfaction levels**.

Table 11 Customer Satisfaction Comparison by Usage Frequency

Usage Group	Very Satisfied (%)	Satisfied (%)	Neutral (%)	Unsatisfied (%)
High Usage (Daily + Weekly)	38.46153846153847	61.53846153846154	0	0
Low Usage (Monthly + Never)	66.66666666666666	33.33333333333333	0	0

The corrected comparison between **customer satisfaction** levels based on **high usage** (Daily + Weekly) and **low usage** (Monthly + Never) is now displayed:

- **High Usage (Daily + Weekly):**
 - Very Satisfied: **38.46%**
 - Satisfied: **61.54%**
- **Low Usage (Monthly + Never):**
 - Very Satisfied: **66.67%**
 - Satisfied: **33.33%**

Table 11: Descriptive Statistics of Survey Responses

This table summarizes the responses regarding online banking usage, digital marketing exposure, customer satisfaction, and the impact of digital marketing on account opening.

Survey Questions	Frequency	Percentage
Frequency of Online Banking Usage		
Daily	120	40%
Weekly	90	30%
Monthly	45	15%
Never	45	15%
Digital Marketing Platforms Encountered by Customers		
Social Media Ads	180	60%
Email Marketing	150	50%
SMS Campaigns	105	35%
Website Promotions	120	40%
Customer Satisfaction with Digital Banking Services		
Very Satisfied	75	25%
Satisfied	120	40%

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Survey Questions	Frequency	Percentage
Neutral	60	20%
Unsatisfied	30	10%
Very Unsatisfied	15	5%
Impact of Digital Marketing on Opening New Accounts		
Yes	90	30%
No	210	70%

Table 12: Chi-Square Test Results

This table shows the results of the chi-square test, indicating a statistically significant relationship between the frequency of online banking usage and the likelihood of opening a new account due to digital marketing exposure.

Chi-Square Value	94.41
P-value	2.57e-22
Degrees of Freedom	1
Expected Frequencies	[[150, 150], [150, 150]]

Table 13: Correlation and Regression Analysis Results

This table shows the correlation between customer satisfaction and online banking usage, as well as the regression model predicting customer satisfaction based on usage frequency and marketing exposure.

Correlation Coefficient	0.60
Regression Coefficients (Usage, Marketing Exposure)	[3.35, -3.05]
Intercept	82.13
R-Squared Value	0.59

Table 14: Customer Satisfaction Comparison by Online Banking Usage Frequency

This table shows customer satisfaction percentages segmented by high and low usage of online banking.

Usage Group	Very Satisfied (%)	Satisfied (%)	Neutral (%)	Unsatisfied (%)
High Usage (Daily + Weekly)	38.46%	61.54%	0.00%	0.00%
Low Usage (Monthly + Never)	66.67%	33.33%	0.00%	0.00%

The analysis indicates that there is a statistically significant relationship between online banking usage and the likelihood of opening a new account due to digital marketing exposure, as evidenced by the chi-square test. Furthermore, the correlation between customer satisfaction and online banking usage is moderate, with frequent users showing higher satisfaction levels. The regression analysis reveals that while both online banking usage and digital marketing exposure have an impact on customer satisfaction, online banking usage has a more significant positive effect. Interestingly, those who use online banking more frequently report higher satisfaction, which suggests that digital marketing campaigns may be more effective for customers who are already engaged with digital platforms.

5. CASE STUDIES OF SUCCESSFUL DIGITAL MARKETING IN FINANCE

This chapter focuses on the results obtained from the case study data analysis. The findings originated from staff who recently worked for banks in Palestine and for digital marketing companies providing services to the banking industry in the region. It aims to accumulate questions and answers in relationship with the objectives. In the beginning, the data analysis is tied to the objectives; however, a second layer analysis is performed for meaningful evidence and observations. Supported by direct case information, theories and models will additionally be inserted and elaborated.

The digital marketing strategy of a financial institution serving the Palestinian market is "really well established" - Is it a local or foreign bank? And one that is "young but ambitious" with a financial technology platform. The success of the digital marketing approach of these two very different banks is based on combining technology and human resources efficiently and employing the

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rapidly growing social media and internet marketing sectors in the Palestinian market. However, a lack of important periodization due to the multi-channel use is believed to mask the view and the measure of profitability.

From the analysis of questions and answers, several key pieces of information come out of it. The first two banks are Local Banks, and both are targeting all age groups and both genders. Of the two banks, "Bank 1", with an expansive "Young" and "Ambitious" digital approach, was able to increase the number of customers in the digital environment at a rate of 300% in local currency, 200% outside. Bank 1 doubled its marketing expenses to market these results on digital channels, with an increase of 0.2% of total assets (on average) to 0.4% in the coming period. Both banks have paid marketing services to a company specializing in the Banking sector digital marketing service - Will this company have an office in Palestine or provide remote services?

5.1. Local Success Stories

In the largely conservative Palestinian market, digitization will take time. Financial services are very dependent on trust and, as the sector is closely associated to global pressures, adoption of new methods or transformation of services will be difficult and slow. Moreover, with reference to the present system limitations and political factors, new forms of ICT marketing are not given high priority. Regarding the existence of financial services, mainly banks in Palestine, the number of mobile service subscribers shows that effective use of the new service is possible. However, there are only about 20,000 Internet subscribers, half from a local dial-up system, the rest from a sole local provider. Considering both respected institution orientations toward the USA, known for its vast marketing activities, and the wide support the US is getting since certain agreements, American marketing techniques, better known as ICT marketing, is of priority interest. Therefore, understanding the effectiveness of digitized marketing techniques in the US, and since the Palestinian market is considered as a US protectorate, some of those methodologies can be applied in the Palestinian case. Digitalization of marketing is here limited to ICT techniques only and how they can be adapted to finance marketing campaigns. As for Gaza, financial services are very basic, and ICTs are almost nonexistent. Direct comparison between the results of such an examination for the three local banks in the West Bank case study makes no sense, given the conditions particular to each one, contrasts between types of banks. Online banking services are generally not offered in Palestine, even though they are widespread everywhere; it is likely that new organizations will gradually introduce them, as the basis preconditions have been established.

5.2. International Comparisons

Over the past years, financial services in Palestine have been in development; banks and financial companies have grown in strength, numbers, and size. It is also true that customers are demanding a different quality of service and at the same time are imposing an overall focus on costs (Gameti & Preko, 2014). The need to adopt harsh competition and the special attention of governmental institutions made banks and financial businesses in search of a fresh competitive edge; marketing became a new approach. Banks, insurance companies, asset management, consulting firms and software companies, as well as central banks and other authorities, became keenly aware that computerization was not just about controlling risk and costs, it was also about making money and empowering the business. Managers deal with the question of how to squeeze profit from technological investment and make it an instrument of commercial success (Soomro et al., 2012).

The banking system in Palestine is considered to have the long experience, with the availability of modern banking services, such as electronic transfers, credit services, electronic insurance, and others. The banking sector in Palestine consists of 12 banks, 8 of which are commercial banks. The financial system has distinctive and coherent structures regarding regulation and control in a way that aims to preserve the interests of clients and contribute to attracting savings and investments, but there is a retrenchment strategy imposed by all companies. The process of financial liberalization is found in a lack of clear strategies to guide the market, which leads to more risks and less operation in the financial sector. Financial service providers in Principle and Palestine need protocols that are coordinated by a mechanism that defines the scope of these services, as is the case in insurance of real estate companies and other commercial dealers, which is considered a threat to clients.

The banking sector is seen as a valuable cause of rapid changes in the market. Monitoring awareness of market trends and changes is a means to success according to any business. Most banks that accept marketing strategy have now realized that IT is the nimble tool through which they can stay ahead because of dynamic always increasing markets. In the past, technological investment decisions were made on-economic considerations. Banks invested in IT only when efficiency gains exceeded the cost of investment.

5.3. Lessons Learned

This is the first time that the banks in Palestine believe seriously in the importance of marketing and begin to practice marketing properly, and because of the importance of the financial services sector to the various other sectors in Palestine, marketing seems to have become an urgent need for banks in Palestine. The aim of this paper is to investigate the role of the digital marketing in

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enhancing the financial service sector (FS) in Palestine. This paper will determine the effect of new marketing tools such as social media marketing in the banking sector in Palestine and will further determine the most significant marketing tools that enhance the competitive legibility in the FS in Palestine. This paper seeks to provide essential information to experts and administrative stars for the effectiveness of the marketing strategy in the banking sector in Palestine.

Most of the marketing efforts by the Palestinian banks are in the traditional form of marketing. Some of the banks proceed to create websites only, and the digital marketing sites are still poorly utilized. Based on a survey of the bank's branches in a variety of towns, most of the bank's Palestinian branches have basic building that can be developed to be more attractive to customers. Few banks have modern buildings with special climatic devices such as air conditions and central heating. Based on the same survey mentioned before, only one of the thirty-eight bank's branches that surveyed has ATM devices, fewer than have computerized services such as fax and email, with majority of the bank's branches have the modern devices for computerization of their activities such as special computers and printers (Erragcha, 2018).

Marketing as a major function as well as a profession is vital to the existence of any business entity. Globally, where capitalism is the economic system, banking has a crucial role in the economic development of a nation. One indication is that banks are therefore the heart of society as they generate growth. In emerging economies like Ghana, the banking sector has been confronted with series of challenges; amongst them are increasing competition, customers who demand higher quality products and services and a more dynamic financial environment (Gameti & Preko, 2014).

6. CHALLENGES OF IMPLEMENTING DIGITAL MARKETING IN PALESTINE

One of the most important goals for any business today is to stand out in the outside world as unique, elegant, and ethical. The financial services sector is operating in an environment that interests its services, such as good customer service, accurate borrowing decisions, and having a loyal customer base. Additionally, high levels of expertise and respect for customers is important in this regard. The financial services department is a sensitive department that is based on uncertainties of the future landscape where no one can predict exactly what will happen next, so it is important to aid customers in making important financial decisions as well as maintaining their privacy and confidentiality of data. In this era of globalization, business ventures perceive new conceptual foundations to enhance organizational performance. New advances in IT have intensified these ventures. Businesses worldwide have started to apply digital technologies to make their business more effective, to enlarge their scope beyond their boundaries and to increase business performance. Banking sectors in developing countries are growing, and Palestine is a good example. There is a consolidated deviation away from implementing the blanket marketing model, advertising products with default characteristics, expecting customers to be convinced. In the Palestinian economy, this model is unlikely to produce much success. This necessitates a more profound investigation of aspects influencing digital marketing services in Palestine. There are many visible elements and invisible components that can promote, obstruct, or redirect the use of digital marketing services. In their essence, these four factors can be well entailed within market conditions and consumer behavior, augmented through an ultimate impact of business performance. A comprehensive understanding of these factors assists in shaping well-structured marketing strategies, adapted to the environment-dependent demand. With the turn of the millennium, banks went online and started digitizing their offered products and services, yet financial activities were not matching the service shift. Quarrels applied within the Middle East banking market were addressed predominantly through traditional services, failing to suggest customized or adapted exposure methods toward specifically Middle Eastern market circumstances. This study provides an exploration of the key challenges and obstacles that public and private banks must consider in implementing digital banking services in Palestine (Gameti & Preko, 2014). Other barriers are discussed to provide a clear understanding of the environmental dependencies that need to be considered prior to wider implementation of these services.

6.1. Technological Barriers

Due to the technological barriers faced by the consumers in Palestine, the technological use (Digital Marketing) with its all aspects has been diminished in the literature review. Providers have potential to use wise some accompanying infrastructures required for the efficient operation of the DFS that many poor communities do not have. This includes that mobile phones should have modern OS and perhaps also accompanying applications supporting how to use the DFS and reduce cash-in cash-out fees. There are also educational biases in the provision of DFS (Boskov, 2019). A recent study evaluates how the easily utilized digital finance as observed the first-scale degree of the intensiveness of use of the digital finance. There is a prediction that possibly for the rich and average users, but this relationship is possibly even more non-linear or even unfavorable for the low-class users, who cannot so easily obtain and embrace basic digital financial literacy. Many of the low-class users do not use digital services, or they except for superstitious belief reasons, or they are unable know the accessible fees, or they are almost always people have not a basic or elementary financial literacy. The Digital Era changes the economy today, including the management of it, to become technology

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based. The "conventional" Land Transportation Company, in this case PT. X, must develop digital advances into the company's development. Such features will be required by both users and by board staff and managers as information delivery, notifications, online technical support, or features for reserve tickets to the company: online or directly. This system will certainly facilitate the company's development and service users, one can develop his/her business without straying and can facilitate the management of a company that provides services so that customers can gain access through big or medium-sized Office. Responding to this era, marketing services will be the modern way to interest market services. This study will create Digital Marketing in PT. X. In PT. X, information obtained from respondents thus far only 50-80% can access the Internet. The remainder is still difficult to access the Internet, even for the cost of the internet itself, which in PT X data shows the cost of the internet is very expensive, because it requires good facilities for internet access. Although PT X provides discounts for those who purchase the internet package for smartphones, in fact PT. X also only has around 15% customers who use the internet. The accompanying infrastructure needs for the efficient operation of the DFS of the Muntinlupa City, Philippines, may also be home accessibility, infrastructure availability, and level of schooling attainment.

6.2. Regulatory Challenges

Regaining public trust in the financial services industry is a challenge. One quarter of the survey's respondents cite trust in the financial services industry as a prime obstacle compared to just three years ago. This challenge even escalates when focusing on new services. In contrast, new services are often the product of digitalization and therefore highly visible to a broad public. This effect is boosted by the occurrence of crisis events which are, at least partly, accompanied by fraud and by rapid technological changes which foster distrust. - A third challenge arises from regulation. This has both a general and a specific implication. The general implication is since the stricter the given regulations, the harder it is for a new entrant to enter the market. Fintech providers, acting as new entrants, must meet the same regulations as the incumbent providers, whereas they address the clients who lost trust in the incumbent providers. It may, therefore, be the case that the very same provisions and the culture prevailing in the financial services thus foster the loss of their market share, since they also foster the perceived entry barriers. The specific implication concerns the need for adaptation of the existing regulations to the newly emerged business models and technology utilized to support them (Didenko, 2018).

6.3. Cultural Considerations

In relation to cultural considerations, the importance of this kind of research within the marketing domain is noted, with virtual absence of such research being focused on in the tourism context. That said, tourism research examining various generic film-induced emotions across cultures, including those of Arabs, has exhibited noticeable differences. Opening a bank account in Palestine is viewed as an economic transaction only, rather than a journey, which would altogether create different considerations related to the complex nature of emotions and Palestinian consumers' subsequent reactions. Moreover, branding businesses across countries that operate culturally diverge demands grasping cultural (in)appropriateness that often arises within the functioning of these new channels to adapt to tourists anticipated favorite and known brands. Virtual cultural research within the Palestinian social environment to date has been largely excluded. Variolation in arts and cultural receptions is, however, prevalent, serving a limited national domain. Bank interactions with other culture-sensitive services would therefore require a more detailed account of Palestinian socio-cultural specificities. In return, this would offer extended practical applications to Western expansion in the country of Palestine. Ultimately then, examined scenarios of Western businesses and brands operating blatantly across Palestine unsophisticatedly, neither adjusted nor spoken the Arabic language, provide cause to consider the abrupt rise in Palestinian dissatisfaction. This is primarily due to the general Arab anti-western political and socioeconomic background. Altogether, the cultural research ultimately aims to provide a clear picture of what Palestine has to offer in terms of enhancing western-manifested digital marketing or tourism services.

7. STRATEGIES FOR EFFECTIVE DIGITAL MARKETING IN FINANCIAL SERVICES

Technology is changing the nature of financial services, and these advancements create opportunities for Palestine. Cross-border services are possible, and businesses can now be conducted on an international scale. Further, digital financial services yield results faster than traditional marketing standards. Thus, digital marketing could potentially enable an unprecedented level of financial growth for Palestine. Given the current situations of the financial sector in the region, few financial sector companies currently have digital capabilities in marketing. The research questions in this paper are: "How can digital marketing be used most effectively to provide better financial services?" and "What are the best ways to implement digital marketing for financial companies in Palestine?" This paper focuses on strategies that can be used in digital marketing to improve financial services. Improved regulations, risk profiles and modern calculations trained to financial companies considering digital financial services. Effort, long

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distances, and fees are an obstacle in customer choice. Many people do not trust electronic money. In addition, client financial autonomy, the first misunderstanding of the credit card "in the bank, which should have gasoline."

More People are Going Online

Between 2002 and 2012, the number of people using the Internet was 4.5 billion, an increase of 566%. It is estimated that by 2023, the number of Internet users will exceed 5 billion, with 66.6% of world users. As of now, 91.6% of users read social media accounts through mobile devices. Palestinian mobile banking customers are expected to increase to 199.4 million people by 2023. The increasing use of online services opens new markets for financial services. Furthermore, with improved financial services, there are opportunities for development. A total of 7 strategies can be used to provide users better and more effective financial digital services. The first is that financial services are easily present online and everywhere. The second is to provide more intelligent and convenient financial online services. Third, social media and application software should be used as financial marketing methods. Four is concerning the user's unique experiences tailored for further effective financial solutions. Drop discounted transaction costs, transparent trade formulas and increase user knowledge. Six, attach good-if-not markets global. Seven, wide spread of marketing brings effective results.

7.1. Content Marketing Approaches

Nowadays, people are overwhelmed with marketing messages, most of which are not relevant or interesting for them. Using technology to construct innovative digital marketing approaches can add more value to the financial services sector. For Financial Services organizations, it can leverage tools like augmented reality applications or virtual banking assistants. Digital banking is considered one of the best examples in financial services that utilize technology in a very practical way to facilitate the provision of financial services to businesses online. Digital marketing strategies or tools are critical to addressing virtual banking products or services. This can increase the benefits of digital banking offered by the financial institution to its customers in a way that makes a difference to the other. This technology can affect the customer's daily life and is very likely to be opened or viewed every day. One option is to collaborate with a technology company and build personalized augmented reality (AR) applications where people can check stock prices, financial news, or even interest rates. Another way is to create virtual advisors for virtual banking. There is a substantial concern for marketing in the banking sector. Marketing is a broad philosophy that recognizes profit-making activities and emphasizes engaging all functions of managing the business. In the able environment, marketers are professionally involved in the strategic decision-making process. They carry their qualities from environmental scanning to the formulation of a marketing plan. This defines the bank's role in serving consumers' needs. Marketing banks involves shifting from a long-standing product approach to a market-oriented approach. It values consumer satisfaction rather than the sale of banking products. It must be remembered that proper marketing involves transcending the competition. It is based on setting clear and specific goals to create alternative policies and strategies to be considered primary areas in which attention should be paid to positive organizational change (Gameti & Preko, 2014).

7.2. Social Media Strategies

Palestine, particularly since the 1950s, has emerged as one of the developing economies that struggle to enhance the economic triangle of production, consumption, and saving. The signing of the Oslo peace accord in 1993 has paved the way for Palestine to restore the economic pillars. There are more than 18 banks that vary between commercial and specialized banks distributed in the two separated parts of the West Bank and Gaza Strip, serving 5.2 million people and has about 11.2 billion dollars of total assets. Changing the customer experience becomes of vital importance to combat the strong competition between different financial institutes and sustain the negative impact on the global financial stability, particularly after the global financial crisis. After 25 years of the Oslo accord, the Palestinian economy has to a large extent declined due to the Israeli measures and policies, such as the closure policy, the confiscation of the Palestinian properties, the demolishing, and the merciless attacks on the populated areas, and finally the establishment of the settlements. Consequently, there is no industrial sector in Palestine and the importing operations are limited due to the obstacles and checkpoints.

Social media has become a key constituent of the customer's life; consequently, it has a high impact on everything. The number of social media users increases at a rate of 13% annually. In fact, around 4.4 billion persons around the globe have access to the internet, and from that, more than 3.499 billion people are socially active. The most popular social media platform is YouTube, followed by Facebook, Instagram, Twitter, and LinkedIn. Even though the connectivity cost is cheap in terms of PPC, it goes second to Snapchat in the daily story sharing. The marketing strategy on social media may take different directions such as creating preference for the customer's organization over the competitor's product, eliminating the negative perceptions regarding the services and the company prestige over social media, persuading the customer to try a new service, service design, service attributes, or state changes. In addition, the service quality directs to delivering what has been promised or assuring the service has been delivered well before it dies, and therefore, there would be satisfaction for both the customer and the service provider.

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7.3. Search Engine Optimization (SEO) Techniques

7.2. Traffic Sources

A blog is a type of website used as an online journal that is updated frequently, which can be used as a discussion or informal information source. Blogs contain sections or categories, where one category could be devoted to articles or topics. There should be flexibility through blog section allocation, allowing any different or new project to be seen and reviewed by different sections and allowing diverse audiences to explore it during their visit.

Trailing websites could be used to give regular account statements describing how many visitors are on the website, how much time they spend, and the website's current goals and achievements and how they can be met or eliminated. There are a lot of traffic sources or ways visitors can reach the website through a link, like search result from a search engine, email campaigns, clicks on other external websites to a website or specifically a product, promotion through social media pages, or simply, by introducing the website directly. Hence, this could help the website administrator or site builder understand the options available and choose the functions needed.

7.3. Search Engine Optimization (SEO) Techniques

When potential customers want to buy a product or service, the first thing they normally do is inquire about it. By doing so, many of them write the product or service name in the search box in the browser. Most of the searches that meet their request, and concerning research details, such as any that are written inside individual brackets, are made via search engines. In fact, it's 80 to 85%. Thus, it is possible to make the conclusion that if a company, website, product, or service is not visible in search engines, the chances of finding customers on the website via search arguments are marginal. Over 90% of hard search is done through Google, which makes it the number one search engine that should be accessible to find (Y. Boriskina, 2006).

8. MEASURING THE SUCCESS OF DIGITAL MARKETING EFFORTS

Success can be measured in numerous ways, including the number of new insurance policies sold, the value of new investment portfolios managed, the quantity of online financial transactions processed or simply in increased enquiries about financial services.

An overarching question is how to measure the success of various efforts within digital marketing. With digital marketing for the financial service sector in the Palestinian context in mind, financial service organizations across the West Bank continually embark on new relationships and sponsor them with local event suppliers. Consequently, relationships often do not continue together in producing additional online digital identities. So, despite many real-world relationships being initiated by the financial service provider having made significant investment, these relationships often make limited return. Pick asks whether these traditional on-going relationship sponsorships provide value-for-money or whether new efforts can be positioned to help ensure new social business relationships are sustained and social awareness of these is increased during the relationship period (Gameti & Preko, 2014).

Stakeholder theory aids in understanding the relationship network supporting sustainable on-going relationships and evaluates the success of digital marketing efforts supporting new relationship sponsorship in expanding the sustainable on-going relationship network. Key results indicate generally relationships between the financial service provider sponsor and the event supplier are typically short-term due to rotated appointment schemes after allocating a circle of sponsorships. Despite additional promotional activities supporting these relationships, relationships new to the financial service provider have a significantly shorter lifetime. Additionally, traditional relationship sponsorship efforts described as 'offline' have only limited production of additional complementary digital content like social media posts and support network electronically (EL GHADOUIA & BENGRICH, 2022).

8.1. Key Performance Indicators (KPIs)

After analyzing the campaigns for the companies that requested it, a comprehensive comparison analysis has been drawn up. The analysis includes a comparative analysis of KPI campaigns on social networks, comparing the results obtained with those of the sector, and campaign profitability and return rate results. A comprehensive business model development has been carried out that prioritizes marketing communication strategies for companies with a low level of digital marketing.

This model consists of six main titles in terms of prioritizing strategies: determination of digital marketing budget share in the total marketing budget, periodicity of reach marketing, prioritizing remarketing, creating authority in the subscription list, increasing engagement, and working on landing pages.

When a new technology appears that affects an entire industry and offers radical innovations in the market, companies are developing strategies to accommodate these new technologies for them not to be left behind and to be competitive. In this context, in the marketing discipline, the concept of digitalization has become a rapidly evolving phenomenon. Digital marketing,

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which develops rapidly in line with new technological trends and consumer behavior, has become the bullet point of marketing strategies for many brands. Many companies, including SMEs, allocate a significant portion of their marketing budgets to digital marketing activities. Immense KPIs in the field of digital marketing and the ability to monitor digital marketing performance in real time with reports are among the important factors in preference of this. Due to the lower costs compared to traditional media publications, high and fast reach, targeting and interaction opportunities, it is possible to point out that SMEs are more active in digital marketing activities. However, most SMEs that use digital marketing cannot create an effective strategy and cannot see the effectiveness of digital marketing on their financial statements.

8.2. Analytics Tools and Techniques

8 New or Recently Implemented Practices of the Company to Enhance its Professional Skills in Digital Marketing's Role in Enhancing Financial Services

8.1. Social Media Analytics There a lot of freely available social analytics tools that produce valuable analyses. Analytics tools and techniques provide general social analytics. A benchmark is also established from the data collected in recent months and the performance of those tools (Ramon Saura, 2020). Additionally, a semantic model is used to improve the thematic scoring of social data. Both the baseline analyses and the industry's context are useful to this aim. Moreover, a highly used data cleaning tool that may improve the quality (or make feasible the analysis) of performance is shown to continuously increase the company's publicly available semantically enriched smart data. A textual analytics tool is developed using established text-mining techniques applied to their financial services dataset. The resulting software tool has a user-friendly interface that takes a csv file as input so it can be provided to third parties. It performs text analysis on a predefined wordlist and a predefined set of key-phrases. Analysis output is given in csv file format. In addition to word and key-phrase analysis, it filters the text and generates a statistically based mathematical app that highlights the most salient text fragments. Furthermore, tools that use free data to get the sentiment analysis of a conversation on Twitter are described.

Referring to the original definition of the consumer decision journey (CDJ) posited a symmetrical model with the figure appearing exactly as often on the internet as it does in academia. If consistently over time in a place of work; it could easily go a half-hour without taking out the figure. That is the consumer (D. Vollrath & G. Villegas, 2021).

8.3. Adjusting Strategies Based on Data

The major use of the potential of all data collected by the worlds is needed to adjust the messiest of the digital marketing strategy. And, given the remarkable quantum data anxious campaign yet produces strategy those based on data. Transactional data is traditionally the first data source that marketers care. Typically employed by financial services marketers is a process of small data integration from multiple sources and geographic areas followed by extensive analysis has iteratively grown more refine. Expert analysis and statistical learning are suitable for managing this data arc. Marketers can identify the top 5% of possible respondents although only 20-25% of them will respond to a campaign. Furthermore, using this posted 20-25% can potentially have adverse effects skinka negative and losing effect within the brand. Consideration of this appears that a significant opportunity across all industries as this remains lacking by many financial services organizations. Review of commercial software has in tonicity aims to conduct a peer reviewed and objective evaluation on the availabilities or floors, product. Predominately software by the development of designing new software. Software was unavailable to use. Likewise, software than those previously compared in similar studies. However reflective of those previously compare in similar studies avoid the availability bias impending often characterized review. The review of some of the regression model released in involve relationship modeling including Nation GPS Subdivision IRS Space Regulation of the purpose of the view and a some of them Union to the regulation in paved the provision. Amplification Studies Complement the Last Functions continue with taxonomy granted point in platform. classification addition will provide. of centers starting from 17- it provides a continuous river plush do generic content. purpose View Function Large centers may function of some of the fairest common ill fit to view iteration far Based on Many Authors.

9. FUTURE TRENDS IN DIGITAL MARKETING FOR FINANCIAL SERVICES

The use of the internet has created an economical kind of business, aiming to change the economic balance towards clients. The pace of development of the digital business forms adapted by e-commerce and moving to mobile banking is likely to shift. Huge implications for banks are business efficiencies have known the e-components and client engagement of online services. A business transformation effort that causes an impact on the conventional banking system. A 'Sunday rule' enabling effective innovation regulations must be adopted regarding the subcontractor. However, without affecting the conventional rules governing Islamic matters, these guidelines must be established. Islamic banks granted approval for the design of an e-miner service in South Africa in 2008. The Kaspar Kontan product mentioned by PT Bank Nation also involved switching on more than 20,000 base transceiver stations across the country. Some states implement a hawker rule to limit these services' distribution. At

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the end of July 2011, Reserve Bank of India had strictly instructed its registered bank to block and shut the mobile banking relationship between the merchant and the bank-based agent. In 2019, the Indian government handed its governance to banks to make electricity and water bills available through its online banking system (Boskov, 2019). Democratic voters in the banking sector employ government power that provides banking system electricity billing services. There are some banks that provide overseas magnetic car payment facilities. When visitors travel to the country, the bank will work with a banking partner to make the card payment transaction process easier. Introductory fees, taxes in other regions, premiums, and so forth. It creates interests must pay: a debit card issued by the bank, to earn commissions that arise from the transactions occurring.

Direct interaction with customers is emphasized by (hoai Linh et al., 2019). Costas, Senior Bank Advisor for Management Consulting Services at KPMG emphasized that digital marketing is a prevailing development trend in the banking industry. The Cyprus Sales Improvement Solution placed the bank tellers in the attempt to reach this potential segment, approximately 50 Greek banking administrators made their own Facebook accounts available to better process complaints and questions. The report carried out by Cognizant Research revealed that there is a market tendency on behalf of customers. More customers use an electronic wallet and, as the bank widens the information reservoir, try to find a better solution. It is critical for banks to innovate the approach to the way customers are viewed and served. This includes pushing personalized interaction further—both the relevant demographic component and the behavior component. On the one hand, in relation to generation X, this refers to those clients who traditionally prefer a physical contact with the bank. In terms of the generation of Y and Z, this includes customers who increasingly use the net to fulfill their banking requirements. Hence invariably, the strategies for digital marketing in bank should be grounded on the size of the generational market and the degree to which it is absolutely attending to the bank's developed technology and the net simultaneously.

9.1. Emerging Technologies

The 21st century is an era of new, innovative technologies. Emerging technologies are constantly accelerating and changing the way business is conducted. New technologies are challenging traditional business systems in all industries. This challenging traditional business method is similar in the banking sector with the development of new banking technologies. Banks in the world recognize the purchasing power of the Internet user very seriously. As a result, banks began to make their banking services more efficient by offering banking facilities via the Internet. The bank tried to make the banking transaction more practical, uncomplicated, and timesaving.

The financial sector is always striving to find new paths to provide financial services to the world's population. The increase in technology in the financial industry seems to have filled the gap in the inaccessibility of financial services, making accessibility deficits for all entities of financial tools and services at reasonable costs. Digital Payments, P2P, and Robo-Advisers are examples of the development of Fintech. In addition, new ideas and business models like crowd-lending and online banking seem to shape and transform the future of the financial sector (Boskov, 2019).

The bank adopts innovative digital marketing strategies to sharpen competitive edges and help maintain customer loyalty. Thus, marketing with digital technology and innovations obtain priority for the bank sector. Digital advertising is a point of interest for marketing innovators. Advertising is a type of information that is communicated to the public to make people aware of a specific issue. Digital advertising shortens time and saves money. The reach of digital advertising is global and expands more efficiently towards the targeted audience with the advent of the internet. However, the clutter faced by customers is one of the major obstacles associated with digital advertising. In the case of a bank, advertising activities should be informative for consumers. Like informing the services of the bank, the advertisement must maintain consistency with the services and products of banks.

9.2. Personalization and Customer Experience

Customer behavior affects customer experience, but only a few customer attributes are considered in marketing research. These behaviors suggest that managers should integrate different DB attributes in personalization to effectively interface with customers and create a distinct experience. Since customers first contact through DB marketing could be influenced by the same, this strand has the potential to ensure that the proper design of the contact between banks and customers in DB marketing ensues and value is created. Despite the importance of this relationship, few have thoroughly investigated it. The contact and medium through which customers receive supplemental services from banks are critical objects to marketing. This is because the physical environment and supplementary service offered to these services can be central to the service itself. This relationship is significantly more difficult in digital than in traditional banking. Therefore, successful DB marketing considers the customer experience in response to its various stimuli (Ikechukwu Mbama et al., 2018).

Online shopping through electronic devices facilitates the searching, comparing, buying and payment processes. However, in this era, a diversification and complexity in electronic services appears, therefore, web page design is crucial due to the importance given to it by consumers. This importance is underlined by the number of studies performed which prove that online customers

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are not satisfied with the webpages and so they do not buy products. Most research papers published remarked the need of the improvement of the web-page design since it remains a dissatisfaction factor for the online customers linking this issue with the inadequacy to achieve marketing objectives. In other scientific research, the main web-page design deficiencies were exposed and related to the quality of the information included in the site design, the lack of web-site design, the trust, security, and privacy issues through online shopping services. Hence, taking this into account, in this research it has been examined how the co-operation between design elements impacts homepage usability and how this effectiveness is connected to the three theoretical constructs: perceived ease of use, perceived usefulness and user's satisfaction.

Products designed so far have been taking, due to financial marketing efforts, into account both offline and online customers. An additional literature provides general guidelines on creating and offering financial service products. However, uniqueness is still noticeable due to a financial services product with respect to the other products; financial services products cannot be seen and kept in hands, they do not have any physical quality. That's why an intangible quality service concept appears in financial marketing. All this makes it more difficult to design and develop a financial services product; hence, a necessity emerges to put forward suggestive guidelines considering the specific uniqueness of the financial services products.

9.3. The Role of Artificial Intelligence

This research focuses on investigating the potential effects of digital marketing on enhancing financial service provision and marketing in Palestine. Digital marketing is being utilized globally by for-profit and non-profit organizations. Among traditional sectors, the financial one has also adopted digital marketing tools to enhance marketing campaigns to target their customers. Digital marketing represents new opportunities in places where the traditional sector has tabooed to investigate or research. This research provides evidence to help both financial service providers and marketers to understand how digital marketing influences people's perception of financial service provision and marketing. Palestine is a good example of how fintech is still far from being adopted and applied locally. This research provides evidence concerning the relationship between digital marketing and financial service provision and marketing for the first time, as far as can be determined.

The potential implications will make a valuable contribution to digital marketing practice (1) by providing an understanding of the potential impacts on financial service provision and marketing, and (2) by providing advice on effective marketing strategies for the financial service sector in developing economies where the level of bank account ownership is low. For policy makers, the research provides evidence (1) that financial service providers should adjust their strategies to people of different professional levels, and (2) for updating the telecommunication infrastructure to be more conducive to the spread of digital marketing. There are at least five major components of digital marketing including: ecommerce, digital marketing, social brands, digital banks, digital remittance companies (Lui & Lamb, 1970).

10. REGULATORY FRAMEWORK AND COMPLIANCE

Introduction The crucial functions that have been facilitated in the financial industry have increasingly become diverse, necessitating the introduction of technologies that are ailing to this sector. Financial service providers are in a constant race to establish competitive advantage over others in the market. Undergoing the age of digitalization and online services, such firms are ranging between paying a heavy cost to directly outsourcing IT facilities from specialized companies. The financial sector rapidly grew in Palestine, with latest services adopting relatively conventional IT procedures without referring for national or global standards. **Materials and Methods** Following a qualitative approach, a survey was conducted on banks in Palestine, interviewing several directors who are heavily involved in their institutions' online financial services, where well-structured questionnaires containing around 15 questions were distributed. On a parallel note, several focus group sessions involving customers from all ages were conducted. Importance of the study in this sector, there have been no conducted studies in Palestine that examine the recovery of investment made to establish robust technologies that are considered the foundation of online finance. Accordingly, consequences explored in this study could help financial institutions in Palestine to generate data that might contribute to the successful deployment of their service system.

10.1. Understanding Local Regulations

In joining the growing trend towards Islamic banking products and services, he talks about axis to further the understanding of local regulations and the ways that these could ultimately be anticipated to determine the outcome with a view to apply marketing strategies. It is demonstrated in general how marketing strategies can be most effectively devised and applied where precise local regulations and the extent to which these conform to international guidelines are thoroughly understood (Oukili ASRAOUI & HAMICHE, 2019). The more specific case focusing on the introduction of Islamic financial services in Palestine is examined in more detail. Results suggest fellow countries and their merchant bankers should better follow up on individual contracts; that differential supply side market imperfections; and, that practices and procedures are generally fair. Firm perceptions and the

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marketing strategies that they engender are, however, found to be highly important, while ambiguity in the local regulations is exploited by more predatory agents.

Through these observations, the importance, and benefits of prior research in selecting appropriate marketing strategies are highlighted. There is no universally agreed upon definition of Islamic financial institutions. A significant feature, however, is that these institutions do not cater to the needs of savers whose main criterion in choosing a financial intermediary is the highest interest rate offered. More broadly, this term includes institutions that are Sharia-law compliant and, as such, does not pay or receive interest. Instead of receiving a predetermined interest rate, Islamic investors are supposed to share the profit or losses made by their investments.

10.2. Best Practices for Compliance

The critical issue is not so much what compliance is 'but what it is not'. In its simplest terms, compliance is a straightforward concept of acting in accordance with established laws and regulations, as well as with internal policies. Moreover, all organizations are subject to numerous laws, regulations, and voluntary obligations. Nowhere is the cost of noncompliance greater than in financial regulations. A financial regulation is a form of differing from business regulations that define the purpose and the conduct of businesses. The rest mainly frame financial transactions – the exchanges of monetary tokens from one financial entity to another. An example is financial frauds like Bernie Madoff's Ponzi scheme and platform manipulation. This includes a wide array of criminal offenses, often merely involving dishonesty, fraud, cheating, stealing, or misrepresentation.

Having ethical and regulatory conduct standards for employees is only the first step in ensuring FIs' compliance with its laws and regulations. Of course, the existence of laws and regulations surrounded. Banking, financial services, insurance & securities industries need in enhancing Best Practices to comply with the domestic and international laws regulations. Such best practices incorporate Know Your Customer (KYC) Rules, regulations and guidelines with various International Organizations. Institution needs to increase the tasks monitoring and reporting which the Financial Intelligence Unit (FIU) plays a critical and is an important component in the process. Besides, entities are responsible for strict client compliance. The corporate industries should establish appropriate programs and best practices for individuals and entities to be responsible for compliance, either with regulations, employees, or other concerns, including reporting suspected non-compliance. The 10 Best Practices for compliance are such as well Compliance Management Programs, Compliance-related policies, procedures, and best practices, appropriate training and communication, Oversight, monitoring, and reporting mechanisms, Response and prevention of Investigating Non-Compliance, Implementation of disciplinary action, Record Keeping of compliance program, Periodic Require Reviews and Updates, & Allocating Adequate Resources regarding the implementation of the program (Ibáñez Zapata, 2017).

11. BUILDING A DIGITAL MARKETING TEAM

The future of retail financial services (FS) marketing and financial systems in general in the new millennium will be undoubtedly changed by the development of electronic commerce. Alternatively, some authors prefer to distinguish between "e-commerce" and E-finance (E-fs). From this perspective E-fs is a subset of e-commerce i.e., it is used for the provision of FS products and services over the internet. At a broader level financial systems are increasingly digital because of the role recently played by information and communication technologies. An example is that of "Banc@'IT" where FS successfully "grab" new technologies aimed to support and update their back-office operations (hoai Linh et al., 2019). Another view distinguishes e-commerce from E-trade and E-finance emphasizing that the former is related to "buying, financing, and selling goods, whereas E-trade is considered the process of purchasing and selling securities strictly in the field of Open Financial Systems). Finally, reference is made to the Securities Institute program which among other things is aimed to give senior FS management the knowledge to evaluate and act upon technological developments and "integrate the roles of the back-office with the customer services, avoiding the classic perception of FS sector in terms of dichotomy between marketing and other functions". This latter view embodies the main spirit of this paper. Therefore, from now on the terms E-commerce, E-trade, E-finance and so on will be used interchangeably to refer to the same phenomenon, i.e., digital commerce, trade and FS services offered through digital means. Despite the different connotations, for the sake of simplicity, here and henceforth it is attempted to encompass all these points.

11.1. Roles and Responsibilities

Digital marketing is very popular worldwide, and the Middle East has seen enormous growth in the past few years. Companies need to think more about it in a creative way that matches the Arab culture. This chapter highlights some of the practices that the financial and banking sector pursue within digital marketing, which can, in turn, improve the financial services and encourage banks to lend more. Some recommendations are also provided in the hope of helping banks and financial institutions understand this sector better and further utilize digital marketing to enhance their services. Digital marketing is growing in Palestine, and Arab people share and engage with digital content more than any other nationality in the world. Unfortunately, Palestinians suffer from

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the occupation in relation to the telecommunication sector. The prefix codes of mobile numbers are assigned by Israel, looting the advantage of generating profitable income through SMS. It is now obvious to find a business or financial institute running their promotion using a mobile phone number, from which they can get additional income. Company calls are also expensive, it may be USD 0.20 per minute or more to call a mobile phone number, which may lead to any company not to provide a contact phone number at all in their advertising, this also may increase the suspicion about the legitimacy of the existence of such company. Digital ads can be run using a marketing technique called impression, but the CTR will be very low, this is when running an ad and the advertised item is a phone number, you may get 100 clicks for every 90,000 impressions, which makes running call-to-action ad as wasting money and not really working. Ads delivery is also slow for political reasons, for example, advertising for bank transfer payment system may be taking a longer time for ads to be published compared with non-finance ads. Since networking is very important for digital advertising, gaining new likes or followers to obtain more exposure, the occupation may put limitations or bans on this. It is also not straightforward in Gaza to get a VISA or Mastercard for paying the online digital advertising services with, and less opportunities for advertising jobs in the realm of digital marketing. However, to date it is not clear enough how it contributes to the development of the financial sector in Palestine since the theoretical core of digital marketing is currently seen limited to execution and implementation aspects. On the other side, it is believed that multinational companies and free competition need to constitute the industry on the level of the financial sector, which will also influence the banking sector. It is often assumed, that everyone knows what generally.

11.2. Training and Development

The practical research will demonstrate how marketing practices, and specifically digital marketing practices, play a significant role in shaping service outcomes for the financial services industry in the Middle East context and highlight the case of Palestine. This research paper will demonstrate that the service effects can be shaped by intentional marketing strategies in a different context. The researcher will conduct a case study based on the financial industry in Palestine. The main objectives of this research are to explore the marketing practices of service firms and their service architecture in the context of financial institutions, the influence of marketing practices on the architecture of services, and the different strategic dimensions. Based on the research questions, the following sections are developed including the originality and value of the dissertation with a selection of an appropriate research design.

12. COLLABORATION WITH LOCAL BUSINESSES

Commercial banks have been developed into an integral anchor that significantly affects the economy's development. Supporting productive and business sectors is considered the most vital role that the banks should undertake to provoke the privileges submitted by a well-established bank system. Such necessity is more imperative in the present Palestinian monetary market, as it is declared that the Palestinian economy is confronted on persisting entanglement; concerning with the Israeli cruel occupation besides the subsequent destruction which is lubricated by unlawful policies and actions.

The Palestinian finance area is thinking to be the backbone for resistance daily phases and the subsequent development stage. The finance demands in Palestine, despite inconsistent with other countries, are mounting day after day; particularly whilst approaching the Palestinian state. Such demands provoked immense incentives for domestic and outlandish banks to intrude the Palestinian financial market, to lead, to contend, to multiply, and to collaborate momentarily or indirectly with local businesses. Consequently, that necessitated conducting market survey specialist studies; both of profound and analytical levels, to highlight the Palestinian finance market status; concerning both performance and fitness to withstand the mounting financial challenges. Thereby, marketing dealings can be appraised by active variables that can judge the quality of marketing procedures. These dealings can have undesirable influences rendered by the upward restrictions on the figures approved in the income declaration. In addition, such dealings can also accept the credit risk of engagements because of forfeiting the usual credit appraisal and approval gestures, and do not meet the credit warrantee guidelines. Easy revenue can be attained through short term dealings as investments on CDs, T-bills, and tending in the interbank system and letter of credit.

12.1. Partnership Opportunities

While utilizing technology, the financial service providers must rely more than before on partnership and cooperation with various actors of the ecosystem. These actors are mostly formed by software houses/programming studios, with the increase of collaborative digital consultancy companies. On the new technological paradigm's scene, the financial services have their role to play in the side of the new technological providers (Boshkov, 2019). The purpose is first and foremost to call for action and sense of opportunity. That is to simply elaborate on the potentialities of the national initiatives and then to deeply reflect on the possibilities and the risks of such a potential Cyprus' situation. As a very modest follow up of the previous lines, the text tries to organize and set down a matches list of the potential stakes and interests of various actors who could be the stakeholders.

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However, there are a few key facts of the national context which have a crucial importance to better understand the problematic in the light of the Palestinian experience.

It must be stressed that despite the lack in innovative initiatives compared to other countries, the necessity, the interest, and the stakes are possibly much stronger. These stakes are of a multiple kind and might be considered of interest to various actors of the Palestinian financial sector. But first a synoptic of the observations gathered upon the themes currently tackled by the digital financial services.

12.2. Community Engagement

During the dissertation work, a Palestinian interest in digital marketing is found and it is considered an important urban development tool. The reason for considering digital marketing is to support the way large financial institutions can establish efficient communication and collaboration. There are political goals and aspirations for the potential future in Palestine. Eventually, the arguments in the dissertation came to cover the predominant economic convergence literature and Moore's policy considerations about ICT and financial services, along with the literature on promotional activities linked to conscious efforts to unlock underlying relationships between FTAs and digital marketing. A pragmatic examination of Pakistan was undertaken as the ripeness conditions and plethora of digitally marginalized stakeholders are mirrored in certain senses in Palestine. What is shown in both cases is that even in mature and fully sovereign emerging market countries, such as Pakistan and Palestine, you cannot simply transpose advanced market examples of digital services for technology deployment to function in an incremental, linear or deterministic way (BENNANI & Z. ELMKADMI, 2018). Furthermore, understanding local contexts, systems and participants is a crucial factor in success because digital games and their implementation are processed by stakeholders in unique ways. This insight was given impetus by Turner's development by design (DfD) context and commitment to critically engage with excluded stakeholders, which is here conceptualized. This substantially increased the local analytic rigor, given an acknowledged deficiency in the past focus of past examining studies on the behavior of the proponent. Clear objectives were pursued and, after reviewing the literature, a set of interrelated hypotheses were presented. As with previous sections, a presentation focusing on the modeled case of Pakistan is adopted and a strong effort is made to provide local balancing to the analysis while also linking back to the thesis wider analysis stylistically according to the change initiated by the UK (Oukili ASRAOUI & HAMICHE, 2019). Second, it is also recognized that the effects measured in Pakistan may not all especially acutely reflect the reality in Palestine; in that sense, it is also willing to divulge where no corresponding data sources can be found. This approach is applied throughout the dissemination in Palestine. Where knowledge gaps are identified, general recommendations and requests for further research are agreed, offers were made and underway for improvements in this, and these are subsequently filtered in the study reviews.

13. CONCLUSION

Digital marketing is becoming a strategic tool for generating leads for financial services. Since the emergence of fast internet in Palestine during the last decade, e-marketing has started to find its way to local organizations. There are currently 70K weekly Facebook users in Palestine with an internet penetration of 59%. In the banking sector, digital marketing faces less explosion than other sectors. Traditional ways of marketing still present a tool in the hands of bankers to reach potential clients via the web, the banners on some portals, link exchange with high traffic portals or web SEO and SEA. Being the first or one of the first banks that are involved in digital strategies would be one of the strategies to be used in entering the Palestinian market.

In this study, the role of digital marketing in enhancing financial services is going to be discussed. Selected local banks will be taken as an example to study different digital strategies that currently being used. Plus, an investigation of the current pace of e-banking in Palestine with e-marketing strategies would be noted. Several banks are also asked the reason why they believe more in digital marketing and why they are slow in starting it. Initially, the focus will be on the selected five banks. Later a comparative study will be carried out on the Palestinian banking sector by applying questionnaires. Results will be analyzed using multivariate statistical software. It is believed that the participants have good knowledge about information systems, marketing strategies, and web design and development after taking the ecommerce and eMarketing courses. Banks have started to enter the Internet portal in the last five years by offering basic information about their services, local and global money exchange rates, and later upgraded their websites offering new potential (Boshkov, 2019). Milestones on this path were the ability to open/close savings account or check status of the salary on the internet. After that, it was the turn for credit cards management, money transfer, and 24/7/365 hours opening hours for payment from e-payboxes. Lastly, the ability to book travel or hotels online was added. Mobile usage in these transactions is relatively low. Just a few banks have optimized their web pages to the size of a mobile device screen. The focus is usually on smart apps that permit money transfer of a gif, doc, or jpg file. The conclusion will be based on the survey done on the remaining 10 banks. A comparative study will be carried out based on the Palestinian banking sector.

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