

Opportunities for banking and mobile money sector

Eskimi invites Nigerian financial institutions to exploit the massive growth opportunities brought by online and mobile marketing. Based on the latest researches and case studies, Nigerian financial institutions are not using online media tools enough.



"We have built specific marketing tools for mobile money operators and other financial institutions in Nigeria. Financial institutions can utilize online mobile marketing much more than they are doing now. With low banking penetration in the country banks and mobile money companies can convert millions of non-banked customers to their own customers", Vytautas Paukstys explained the huge potential.

On the other hand, more than 70% of mobile internet (according to Eskimi research) users already have bank accounts. They already have minimal financial service education and this opens up opportunities to up-sell additional services like savings, personal loans, investment banking and mobile money.

"From what we see on Eskimi, customers are signing up for mobile money or financial services willingly. I think one of the main problems of slow mobile money take-off or low financial inclusion is lack of marketing activities from the largest financial institutions. Banks and mobile money companies should reach out to their potential customers more".

Buliding relevant marketing tools

As part of the strategy to build relevant marketing tools for Nigerian market, Eskimi has finalised two case studies for financial institutions. They can be found below.

1. 30, 000 leads for banking customer. View the case study: [Leads collection for Nigerian bank.](#)
2. 26,000 new mobile money registrations in four weeks. View the case study: [Mobile money customer acquisition & awareness campaign.](#)

For more, go to www.business.eskimi.com