



THE EFFECTIVENESS OF ELECTRONIC MARKETING IN ACHIEVING PROFITS IN THE IRAQI NATIONAL BANK

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Abstract:

Electronic marketing is considered one of the fundamental methods that have helped institutions, including banks, adapt to modern economic and technological changes. It has enabled them to communicate with a large number of customers, understand their behaviors and needs, which in turn has helped improve services and increase customer engagement and loyalty. With fierce competition, especially in the banking sector, electronic marketing has become an effective means to distinguish banks, enhance their market position, and sustain growth in an environment characterized by rapid change and globalization.

Electronic marketing is considered one of the fundamental methods that have helped institutions, including banks, adapt to modern economic and technological changes. It has enabled them to communicate with a large number of customers, understand their behaviors and needs, which in turn has helped improve services and increase customer engagement and loyalty. With fierce competition, especially in the banking sector, electronic marketing has become an effective means to distinguish banks, enhance their market position, and sustain growth in an environment characterized by rapid change and globalization.

Keywords: Electronic Marketing, Marketing Dimensions, Electronic Marketing in the Iraqi National Bank, Effectiveness of Electronic Marketing and Profit Achievement.

1 - INTRODUCTION:

Electronic marketing is a vital activity and has great importance in public and private companies as well as in non-profit organizations, whether these organizations manufacture products or provide services. At present, marketing represents the main challenge for the success of these organizations, as it contributes to their survival, growth, and prosperity. It also helps institutions develop their products to suit the needs and desires of the targeted market and ensures they are delivered well to meet those needs. Due to scientific and technological progress, the quantities and diversity of products and services available in the markets have increased in an unprecedented way. This change has led to a diversification of consumer needs in the rapidly accelerating digital age, where dynamism has become an important competitive advantage for countries and organizations. Therefore, institutions have been forced to quickly adapt to the new economic transformations, which has caused changes in the nature and level of production and eliminated borders between countries thanks to globalization. Products now move at high speed, especially digital products and virtual communities that define the market. In this context, the consumer has become the main element, and companies compete to meet their needs. Information plays a big role in growth and competition and determines the features of the new era. With these changes, electronic marketing has witnessed wide growth and great spread in the current competitive environment, as it has turned the world into a unified market in which companies of different sizes face competition to enter global markets and promote their products and services efficiently and smoothly. Consumers can now make purchases with just one click, reducing their need to move around. Institutions now focus greatly on studying consumer behavior, as this behavior is the key to the success of their products and services. Studying consumer behavior is merely studying human behavior in the market, which represents a difficult challenge for product marketers. They are able to see consumer behaviors and habits, but it is difficult for them to see the exact reasons behind these behaviors. Electronic marketing plays an important role in enhancing customer awareness by building good relationships with clients, providing distinguished services that fit their needs, and offering innovative services to ensure the success of the organization. Customer awareness greatly affects their behavior, which is reflected in their decisions during the purchasing experience. There are many factors that affect customer behavior, from culture and social class to personality and motivations, lifestyle, psychological and physical influences, values, perception, convenience, and personal needs. All these factors play a role in the customer's evaluation and choice of the products and services offered. Therefore, the



use of electronic marketing contributes to enabling organizations to enhance customer awareness of their products or services, which increases their ability to compete and achieve profits. By reaching large segments of the target audience, organizations can build strong relationships with customers and enhance their positive interaction with products and services. This, in turn, strengthens customer loyalty and increases the demand for their products and services, which helps grow the business and achieve its commercial objectives effectively. Given the great importance of the banking sector as one of the main foundations of any economy due to its vital role in financing the economy and efficiently using financial resources, the banking industry is witnessing great competition, especially with the major developments in banking services and the continuous changes in the economic environment. Therefore, banks must work hard to ensure their place in the market, especially with the presence of giant banks dominating the industry. Competition is no longer limited to local markets but has become global, where local banks face challenges from foreign banks seeking expansion, which raises the level of competition to maintain their share and increase the quality of their services. Improving banks' ability to compete and gain a competitive advantage has become an urgent necessity in this existing environment, especially with the major challenges from local and foreign banks. For banks to remain in the market and achieve development and growth, they must work hard to gain a competitive advantage. This advantage is considered a decisive factor among the banks' priorities, as survival is for the strongest and most capable of competing. To face competition and gain a competitive advantage, banks have realized the need to develop their various functions, including the marketing function. Now, the marketing function plays a pivotal role as a link between banks and their customers, and it has developed greatly with the emergence of electronic banking marketing, which has brought about significant changes in how this function works and has a noticeable impact on banks' ability to compete and gain a competitive advantage.

2 - RESEARCH METHODOLOGY AND DESIGN

2 – 1 Research Problem

The banking sector in Iraq currently faces major difficulties, both now and in the future. This is due to the continuous changes in the field of banking and finance, where the structure of new financial institutions and services aimed at inclusiveness is emerging. The importance of mergers is increasing in order to create large banks and continuously set new standards for banking operations. All this is happening in a world where economic, financial, and banking changes are accelerating. Therefore, the Iraqi banking sector must be ready to face new challenges that come with rapid developments in technology and the modern financial revolution, in addition to changes in scientific standards related to supervision, regulation, and financial compliance. These scientific and technological developments are among the most important factors affecting the Iraqi banking sector's ability to grow and compete, especially under the strict federal oversight of banks. This increases competition among banks operating in the Iraqi market, pushing them to improve their services and market them effectively. Therefore, banks seek to use electronic marketing as a tool to enhance their competitiveness in the banking market. From here, the research problem emerges in the following question:

What is the role of electronic marketing in the Iraqi National Bank and its effects on it?

2-2 Research Objectives

The research aims to achieve several objectives:

1. To identify the nature of electronic marketing and its dimensions.
2. To understand the reality of electronic marketing in the Iraqi National Bank
3. To clarify the role of electronic banking marketing dimensions in achieving profits.

2-3 Research Importance

The value of this research lies in its contribution to a deep understanding of the difficulties and opportunities currently facing banks. It also provides a basis for developing plans that enhance the sustainability and growth of their performance in the market and their competitiveness. This is achieved by studying the rapid technological changes that affect banking operations and how to benefit from these technologies to increase profits. It becomes necessary to intensify efforts to invest in a competitive advantage that allows the bank to continue and grow in this challenging competitive environment.

2-4 Research Hypothesis

The research is based on the hypothesis that: "*The effectiveness of using electronic marketing in its various types and forms plays a significant positive role in achieving profits for the Iraqi National Bank.*"

2-5 Research Methodology and Tools Used

The descriptive analytical method was adopted to study the research problem in depth and achieve its objectives through analyzing data, tracking its developments, and then reaching conclusions.

2-6 Research Limits

- **Time Limit:** Covers the period 2016–2024



- **Place Limit:** The Iraqi National Bank

3 THE NATURE AND IMPORTANCE OF ELECTRONIC MARKETING

3-1 The Concept of Electronic Marketing

Marketing is considered an extremely important element in the field of business, as it is an essential activity that organizations and individuals cannot do without. The degree to which institutions are interested in applying marketing strategies may vary, but it remains an integral part of their daily activities (Hossain, 2022:132) When companies, whether large or small, carry out marketing activities in various ways — from selling products and setting prices to forming specialized marketing departments — we find that small and medium-sized companies rely heavily on marketing to drive growth. However, it is noticeable that some of these companies achieve remarkable success in marketing, while others fail to meet their desired goals, even though they rely on the same marketing activities (Jassim, 2012: 13).

The reason behind this variation in performance does not lie in marketing itself but in the strategic vision and approach used to implement it. Successful marketing must be considered an inseparable part of the culture and values within the institution, not just a department or function. In other words, marketing should be present in every aspect of the organization's work, from product development to customer care (Majaro, 2002: 2).

Writers and researchers have differed in their views on the concept of electronic marketing. This is due to how this type of human and managerial activity is perceived, in addition to the different periods that reflect certain ideas and visions related to its dimensions and meanings. Marketing is considered an organized process that includes a set of communication and promotional activities that add value for the customer and manage the relationship between the customer and the institution in a way that benefits both parties (Kotler, 2006: 6). It is also defined as an integrated system consisting of sub-activities aimed at completing exchange processes in the market. Therefore, having a limited view of the activities involved in this system or their relationship with other systems within the organization may affect the effectiveness of marketing. For this reason, marketing is viewed as a social and managerial process in which individuals and companies obtain what they need and want through creating and exchanging products and values with others (Kotler & Armstrong, 2004: 4).

It has also been shown that electronic marketing is the effective use of digital technology — including information and communication technologies — to increase marketing productivity through organizational functions and activities aimed at identifying the needs of target markets and providing products and services to customers (Abdul-Muttalib & Mohammed, 2012: 57). Accordingly, marketing is considered a comprehensive system of activities managed within the organization, which aims to plan, set prices, promote, and distribute goods and services to meet the needs of current and potential customers.

In general, electronic marketing reflects a set of continuous and integrated efforts that facilitate and simulate the transfer of goods, services, and ideas from their source of production to consumers, thereby enhancing the economic and social benefits and goals for the consumer, the producer, and society. This is achieved through describing the efforts that companies make to inform customers, communicate with them, promote, and sell their products and services via the Internet (Kotler, 2006: 493).

Research related to this topic has shown that one of the biggest challenges in understanding the idea of electronic marketing is the diversity of names that researchers have used. These terms include digital marketing, interactive marketing, online marketing, content marketing, viral marketing, e-commerce, and Internet business. Additionally, electronic marketing encompasses all these names as well as all digital tools such as internal and external networks and mobile phones.

3-2 The Importance of Electronic Marketing

Electronic marketing has become increasingly important in companies, especially with the advancement of information and communication technology, which has helped innovate new ways to meet consumer needs. The Internet and e-commerce are among the most prominent of these developments, which has aided the growth of electronic marketing, particularly with the widespread use of modern technologies by consumers (Tiago et al., 2022: 249) The value of this type of marketing varies depending on the type of company; for example, technology companies such as Cisco rely heavily on it to achieve high sales, whereas companies that stick to traditional marketing methods, such as fast-food restaurants, depend on it less (Ferrell & Hartline, 2011: 278).

Electronic marketing helps companies achieve financial success by developing products, setting prices, forecasting demand, and discovering new market opportunities (Mokhtar et al., 2023: 47). It also contributes to facing competition by offering distinctive products. This type of marketing has changed consumer and business behavior, as it has become possible to provide services without restrictions of time or place and at lower costs, thus enhancing the direct relationship between the producer and the consumer (Watson et al., 2002: 51).



One of the features provided by electronic marketing is that it helps reduce costs and increase reach. The cost of using an electronic marketing platform is often lower compared to traditional marketing methods such as direct selling or using intermediaries. Also, electronic marketing offers companies opportunities to reach customers who might be difficult to access due to time and place constraints related to current distribution methods (Agyapong et al., 2022: 345). Electronic marketing platforms help expand reach and reduce costs by offering three advantages to customers (Sheth & Sharma, 2005: 612):

First: Marketing companies can provide unlimited information to customers without human intervention, which is a significant advantage compared to other communication means, as the amount of available information is much greater. Most importantly, the information is presented in a way that is easy for customers to understand and process.

Second: Electronic marketing can create interactions by customizing information individually for customers, making it easier for them to design products and services that suit their specific needs.

Third: Electronic marketing platforms enable transactions between customers and companies that usually require human communication, as seen with successful companies such as Dell and Amazon.

The main points highlighting the importance of electronic marketing can be summarized as follows (Kannan, 2022: 329):

1. **E-marketing is more important now** due to ICT advances and e-commerce growth.
2. Its value varies by company type — tech companies rely on it more than traditional businesses.
3. **It boosts financial success** through better product development, pricing, demand forecasting, and competitiveness.
4. **Key benefits:** lower costs, wider customer reach, anytime-anywhere service.
5. For customers (Unlimited, clear info. Personalized offers. Easy direct transactions (like Dell, Amazon)).

Figure (1): The Importance of Electronic Marketing

3-3 Dimensions of Electronic Marketing

1. Attracting Customers:

This aspect aims to attract customers to visit the organization's website. This is not achieved through traditional advertisements or product stuffing, but rather through building a strong electronic brand. Placing the brand name in the website's title or URL is an effective way to facilitate its recall and visitation, which enhances the ability to attract customers (Sheth, & Sisodia, 2023: 104) One of the most successful methods in this field is "reminder sites" that include the brand name in their titles, helping to increase the number of visitors to the site and making it easier for customers to find it without a long search. This method is more commonly used compared to search engine results that display site URLs based on product rankings, although the latter remains important in ranking and marketing digital content (Kumar et al., 2022: 219).

2. Communication:

It is considered essential for the success of online marketing and refers to the exchange of information and mutual understanding between the company and visitors. After collecting sufficient data about customers, the company begins interacting with them, which adds value to their experience (Dwivedi et al., 2022: 279). The speed of launching products and obtaining customer feedback represents an important marketing opportunity that strengthens the relationship with customers. The Internet facilitates this type of communication, so companies must develop products that meet customers' needs and communicate with them directly through tools such as email to ensure their satisfaction.



Administrative studies have indicated a positive correlation between providing value-adding products and the company's brand strength (Lee & Lee, 2022: 551).

3. Customer Retention:

This means maintaining continuous relationships with customers and ensuring their return to the site through ongoing interaction and providing new and useful content. The greater the customer interaction with the site, the higher their chances of loyalty. Companies seek to build long-term relationships by understanding customers' needs and providing a comfortable and efficient electronic shopping experience. This requires continuous advertising on electronic marketing sites, providing secure and easy-to-use sites, as well as tracking orders and ensuring privacy. When a company provides information and services that efficiently meet customer needs at reasonable prices, it enhances their desire to return and make purchases again, thereby increasing the effectiveness of digital marketing strategies in the long term (Shankar & Jebarajakirthy, 2022: 103).

4. Learning:

It becomes possible to obtain additional information about customers through interactive communication channels, such as the devices they own, their behaviors, and opinions. This starts with conducting surveys to collect new data, as many institutions support their efforts by organizing records of interactions and discussions aimed at understanding customer preferences during purchase. Social media also provides multiple marketing opportunities that help build positive relationships with customers, enabling marketers to better understand demographics and learn their opinions and behaviors. One of the most important ways to build an online brand is to understand customers' opinions and preferences. To improve the organization's website, many necessary methods are used to gather information, focusing on the most important ones. Feedback is collected from online surveys through open research and page tracking, in addition to data derived from monitoring customer behavior, communities, and various chat sites.

The summary of the dimensions of electronic marketing can be presented in the following figure:



Figure (2): Dimensions of Electronic Marketing

4 The Reality of Electronic Marketing in the Iraqi National Bank

The Iraqi National Bank was established in 1995 as a private company within the private sector, providing a comprehensive range of banking services to individuals and companies in Iraq. In 2005, Jordan's Capital Bank purchased the majority of shares, which helped the bank improve its products and services, increase its global presence, and enhance financial inclusion in the country.

The bank relies on electronic marketing as part of its plan to deliver banking services and improve communication with its customers. This is evident through its provision of a variety of electronic services such as inquiries about balances, fees, commissions, and credit cards, in addition to marketing banking products and services via digital channels.

Moreover, the bank launched a new banking application in collaboration with the Digibanc platform, enabling customers to quickly access their accounts, monitor transactions in real time, and obtain customized financial information. The bank also updated its core banking system in cooperation with Temenos to enhance operational efficiency and provide an advanced digital banking experience, allowing customers to open accounts remotely, transfer funds domestically, pay bills, and track banking operations at any time.

Furthermore, it added an electronic payment system via Points of Sale (POS) and signed partnerships with telecommunications and fintech companies to expand online payment options and digital wallet services. These steps



have helped attract youth and professionals and increased the bank's status as a trusted and advanced destination offering sophisticated digital solutions (Iraqi National Bank, 2024).

Therefore, the bank significantly relies on digital marketing as a modern means of communicating with customers and attracting new market segments through:

1. Official Digital Platforms:

The bank owns an official website (www.nbi.iq) that functions as a marketing platform to showcase financial services for individuals and companies, in addition to providing comprehensive information about products such as loans, accounts, packages, and electronic payment services. The site is used as a marketing tool with an easy-to-use design and offers electronic service request forms.

2. Social Media Marketing:

The bank is present on platforms such as Facebook, Instagram, and LinkedIn, where it shares marketing content including promotional offers, product updates, job advertisements, general resources, and specialized campaigns in financial awareness such as cybersecurity awareness.

3. Digital Advertising and Email Marketing:

The bank sends a periodic newsletter to its customers containing new offers, updated services, information about account security, and awareness details on how to benefit from digital services.

Alongside marketing, the bank has implemented serious measures towards digital transformation, which enhance its marketing campaigns and increase customer attraction:

1. Mobile Banking Application:

The bank launched a new mobile app in collaboration with the Digibanc platform, allowing customers to monitor accounts and balances in real time, manage cards, perform financial transfers, receive direct financial notifications and alerts, and conduct electronic payment transactions.

2. Temenos Banking System:

A new core system from Temenos was implemented, increasing banking operations efficiency and facilitating faster and more reliable delivery of digital services.

The bank does not consider digital marketing merely as an advertising tool but as an integral part of its comprehensive digital transformation strategy. It combines electronic promotion of services with innovation in their digital delivery, which strengthens its competitive position in the Iraqi market and increases customer satisfaction and trust.

The key services provided by the Iraqi National Bank can be summarized as follows:

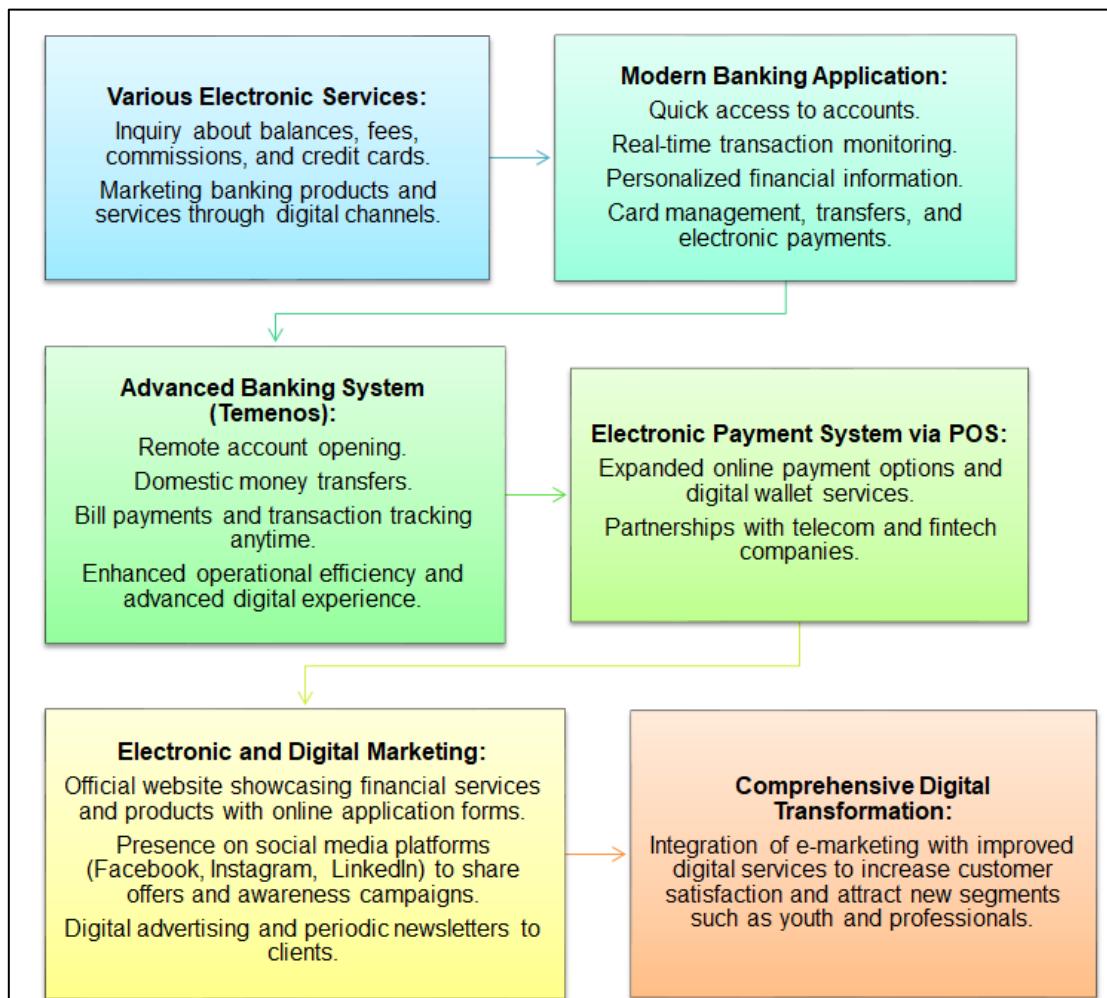


Figure (3): Services Provided by the Iraqi National Bank

5 The Effectiveness of Electronic Marketing in Achieving Profits

Electronic marketing is considered one of the important tools used by the Iraqi National Bank to increase its profits and strengthen its competitive power in a banking environment characterized by numerous banks and increasing competition among them. The bank recognized early the importance of adapting to digital changes and began implementing various electronic marketing strategies, enabling it to stand out from many local banks that still follow traditional methods in marketing their services.

One of the clearest manifestations of this competitive strength was the creation of a modern and comprehensive website, offering accurate information about banking services and products, and allowing customers to submit requests for some services online. This step made the bank more communicative and transparent with customers, while some other banks still lack modern and user-friendly websites, limiting their digital interaction with the market.

Moreover, social media played a significant role in enhancing the digital presence of the Iraqi National Bank. The bank uses these platforms in promotional campaigns and provides educational and service content targeting different customer segments, especially youth. This active engagement helped shape a positive and modern image of the bank, while some competing banks lack a strong digital presence or have limited activity related only to general advertisements.

Regarding banking applications, the Iraqi National Bank distinguished itself by launching an advanced smartphone application in cooperation with specialized platforms such as Digibanc, enabling customers to perform a variety of banking services via their smart devices. This digital trend not only facilitated access to services but also gave the bank a competitive advantage that attracted customers seeking speed and efficiency in transactions. Meanwhile, some other banks face technical difficulties or delays in digital orientation, placing them in a weaker market position.



In terms of service improvement, the use of the advanced Temenos banking system contributed to enhancing the efficiency of the internal operations of the Iraqi National Bank, accelerating the pace of service delivery in a manner that competes with many other Iraqi banks still operating with traditional systems. Customers became able to perform their transactions easily and securely, increasing their loyalty and trust in the bank.

From a marketing perspective, electronic marketing enabled the bank to reach a larger number of customers at lower costs through digital campaigns and targeted advertisements, while traditional banks continue to spend money on old promotion methods that do not yield the same impact. This gave the bank the advantage of cost reduction with increased revenues, which is essential for building a sustainable competitive advantage.

In conclusion, we can deduce that the Iraqi National Bank achieved success through its reliance on electronic marketing and digital transformation, which enhanced its competitive position among other banks in Iraq and led to increased profits. It presented a modern banking model that meets the needs of current customers and promotes a new phase of banking services based on technology as a key driver for growth and sustainability. This competitive ability, supported by effective digital systems and good marketing strategies, allowed the bank to advance in the local financial market and qualify it to compete with regional banks in the future.

As a result of these marketing efforts, the bank has become one of the prominent financial institutions offering a wide and distinguished range of banking services. Its services are not limited to individuals and local companies but also include regional and international companies. The bank benefits from an increasing correspondent network both regionally and internationally, enhancing its ability to integrate into the global economy and expand its activities.

This includes deposit acceptance services of all kinds, whether current accounts, savings deposits, or fixed deposits, in multiple currencies such as dinar and dollar. It also provides a range of electronic services, such as global Visa cards, internet banking, and mobile banking. Additionally, it has a specialized telephone customer service center that enables quick response to customer inquiries. The bank operates a network of ATMs that enable customers to withdraw money, check account balances, and perform transfers between accounts, along with various other services, including SMS alerts for instant financial activity monitoring.

One of the important services the bank provided since mid-2017 is the localization of salaries for employees in both the public and private sectors, which helped it expand its customer base and strengthen relationships with governmental and private institutions.

Thanks to its marketing efforts, data in Table (1) and Figure (4) shows that the bank achieved net profits after tax of 23.5 billion dinars by the end of 2016, but these profits dropped to 2.9 billion dinars by the end of 2017. The main reason for this decline was the significant drop in foreign currency trading revenues, which fell from 12.2 billion dinars in 2016 to 2.3 billion dinars in 2017, a decrease of 421%.

With increasing operational costs due to expanded infrastructure development and modern technologies, including efforts to update IT, increase the number of ATMs, and employ a specialized team for marketing the bank's products, as well as activating fast transfer services in cooperation with the Western Union network and enhancing the public awareness department per the instructions of the Central Bank of Iraq.

By the end of 2018, positive results of these efforts began to appear, with net profit rising to 7.9 billion dinars compared to 2.9 billion dinars at the end of 2017, indicating the success of the bank's strategy to diversify its services and improve its infrastructure.

Financial indicators continued to improve in 2019, as the bank continued to diversify and enhance its services, resulting in net profits of 9.2 billion dinars by the end of the year, reflecting the financial performance recovery and stability after a period of investment expansion and technological updating.

Additionally, the bank's income from interest and commissions rose from 22.8 billion dinars in 2018 to 30.8 billion dinars in 2019, an increase of 34.8%.

The bank strengthened customer confidence by joining the Iraqi Deposit Guarantee Company, which helped increase deposit rates and encouraged customers to deal more with the bank.

In 2020, despite the major economic challenges resulting from the Corona pandemic and the subsequent local and global economic recession, the bank continued to strengthen its position in the Iraqi banking sector. The bank did not consider this crisis an obstacle but an opportunity for expansion and growth, increasing its investments in government bonds with good returns, reducing high-risk assets, and improving asset quality through the application of the International Financial Reporting Standard IFRS9.

Regarding service provision, the bank continued to perform excellently across all its branches, launching many digital initiatives such as the mobile banking application and SMS service, which improved customer experience and contributed to higher efficiency.



These efforts were clearly reflected in the financial results, as the bank's after-tax profits reached about 19.8 billion dinars by the end of 2020. This improvement was due to the large growth in net interest and commission revenues, which amounted to 15.5 billion dinars, and net foreign currency trading profits of 4.2 billion dinars.

In 2021, the global exceptional circumstances due to the pandemic continued, yet the bank performed well, benefiting from the experience it gained in crisis management. It continued to provide diverse banking services and develop technological applications and services, which helped maintain customer loyalty and significantly increase profits, with net after-tax profit reaching 26.1 billion dinars, a growth of 31.7%.

This was due to a large increase in total revenues by 58%, driven by a rise in net commissions from various banking services the bank provides.

These results show that the Iraqi National Bank did not only continue during crises but wisely invested in diversifying its services and expanding its technical and financial base, allowing it to achieve strong and enhanced financial performance over the years despite difficult challenges.

After the recent sanctions faced by Iraqi banks, and with the bank not being affected by these sanctions, the Iraqi National Bank became a trusted choice and a preferred destination for a large number of customers, especially traders and importers who rely on international dollar transfers.

As a result, the bank witnessed a significant increase in demand for its services, especially in the field of transfers through the currency selling window managed by the Central Bank of Iraq.

With reduced competition after excluding some banks, the Iraqi National Bank was able to increase its market share noticeably, which reflected on its profits; the bank recorded historic profits in 2023 amounting to about 190 billion Iraqi dinars, continuing its marketing strategy with actual steps to enhance its presence.

It worked on improving the quality of its services to individuals and companies, and developed its digital interface to provide advanced electronic services such as remote account opening, online account management, and instant transfers within Iraq.

It also added mobile payment systems and activated electronic services through points of sale, in addition to expanding its ATM network and providing banking cards linked to international networks such as Visa and MasterCard.

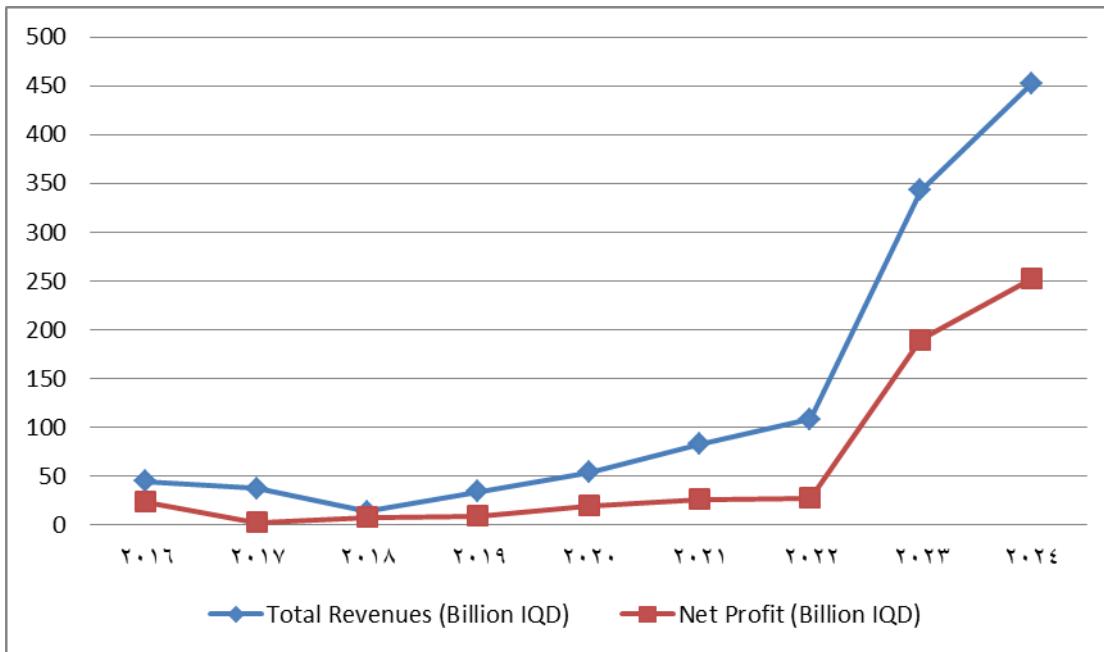
This expansion was not only to improve profits but also a smart response to market changes and customer desires who began to prefer ease, speed, and digital security in their daily transactions, which clearly reflected on the profits achieved by the bank in 2024, which amounted to about 252.3 billion dinars.

Table (1): Financial Indicators of Iraqi National Bank for the Period 2016-2024 (Billion IQD)

Year	Total Revenues	Net Profit
2016	44.8	23.5
2017	37.2	2.9
2018	13.9	7.9
2019	34.5	9.2
2020	54.1	19.9
2021	83.1	26.1
2022	108.2	27.5
2023	343.2	190
2024	452	252.3

Source: Prepared by the researcher based on data from the Iraq Stock Exchange, annual reports of the Iraqi National Bank, multiple years, various pages.

Figure (3): Financial Indicators of Iraqi National Bank for the Period 2016-2024 (Billion IQD)



Source: Prepared by the researcher based on the table data 1

6 CONCLUSION

It has become clear that electronic marketing has gone beyond being merely an advertising tool to become a central strategy that contributes to increasing income and profitability, and supports long-term financial stability. This was clearly demonstrated in the experience of the Iraqi National Bank, which witnessed a remarkable rise in its profits after adopting digital transformation, reflecting the success of this step in enhancing financial performance and competitive capability.

The electronic marketing methods helped the bank overcome many traditional obstacles that hindered communication with customers, enabling rapid and effective access to a wide and diverse audience, thereby strengthening its competitive position within local and regional markets. The adoption of social media and smart applications played a significant role in improving the customer experience, increasing satisfaction, and enhancing loyalty, which directly contributed to solidifying the relationship between the bank and its clients over the long term.

Moreover, the comprehensive and user-friendly website played a key role in improving the bank's public image, increasing customer trust, and facilitating easy access to its banking services, providing the bank with a clear competitive advantage over banks relying solely on traditional methods. The communication efforts extended beyond the website to include the use of email and continuous digital means, helping build deeper relationships with customers, better understanding their needs, and responding with flexibility and efficiency.

On the other hand, digital technology supported by online marketing enabled the bank to expand into new areas and offer diverse services, especially in the field of international money transfers, helping increase its market share, particularly after sanctions were imposed on other competitors. The bank also realized the importance of utilizing digital information and data generated by electronic marketing activities, which aided it in making strategic decisions based on a deep understanding of customer behavior, thereby improving resource investment to strengthen its competitive position.

Therefore, the importance of establishing a specialized department within the bank to analyze this digital data and customer behavior emerges, with the aim of designing targeted and personalized marketing campaigns that enhance customer experience and increase opportunities for repeat sales, supporting the growth of the bank's market share. Additionally, expanding the scope of digital services through the integration of artificial intelligence technologies and chatbots is necessary to provide fast and interactive support around the clock, reducing reliance on traditional methods, improving service quality, and granting the bank a competitive edge based on innovation and efficiency.

The importance of building strategic partnerships with fintech companies cannot be overlooked, given the opportunities they represent for developing electronic payment services and improving digital infrastructure. This facilitates access to new customer segments and diversifies income sources, thereby enhancing financial stability and strengthening the bank's position in the banking market.



Finally, the bank must adopt a comprehensive digital marketing policy that is reviewed and updated annually, including setting clear quantitative and qualitative goals and establishing precise mechanisms for measuring and evaluating performance, to ensure alignment of marketing efforts with strategic objectives and enhance competitive capability in both local and regional markets.

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