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MARKETING SUPPORT FOR INTERACTION BANKS AND INSURANCE COMPANIES

As part of improving the effectiveness of marketing support for the interaction between banks and insurance companies, the problems of such support (problems of banks, general problems of banks and insurers, problems of insurance companies) were identified and characterized, and a set of measures was proposed to solve them. On the basis of the above set of measures, a system of organizational and economic relations of marketing support for the interaction of banks and insurance companies in the context of banking and insurance integration has been developed and proposed. This system includes influence on banks, insurance companies and banking and insurance integration of state, municipal and market institutions, which, in turn, has an active impact on the marketing support for product sales within the framework of such integration. Also, marketing support is influenced by the staff, the product portfolio of banks and insurers and their technical and informational capabilities. The main goals of marketing support are defined as stimulating demand for insurance, banking, integrated financial products, as well as ensuring their competitiveness in the market in constant interaction with consumers, counterparties and competitors to form the appropriate performance of banking and insurance integration (profit or loss).

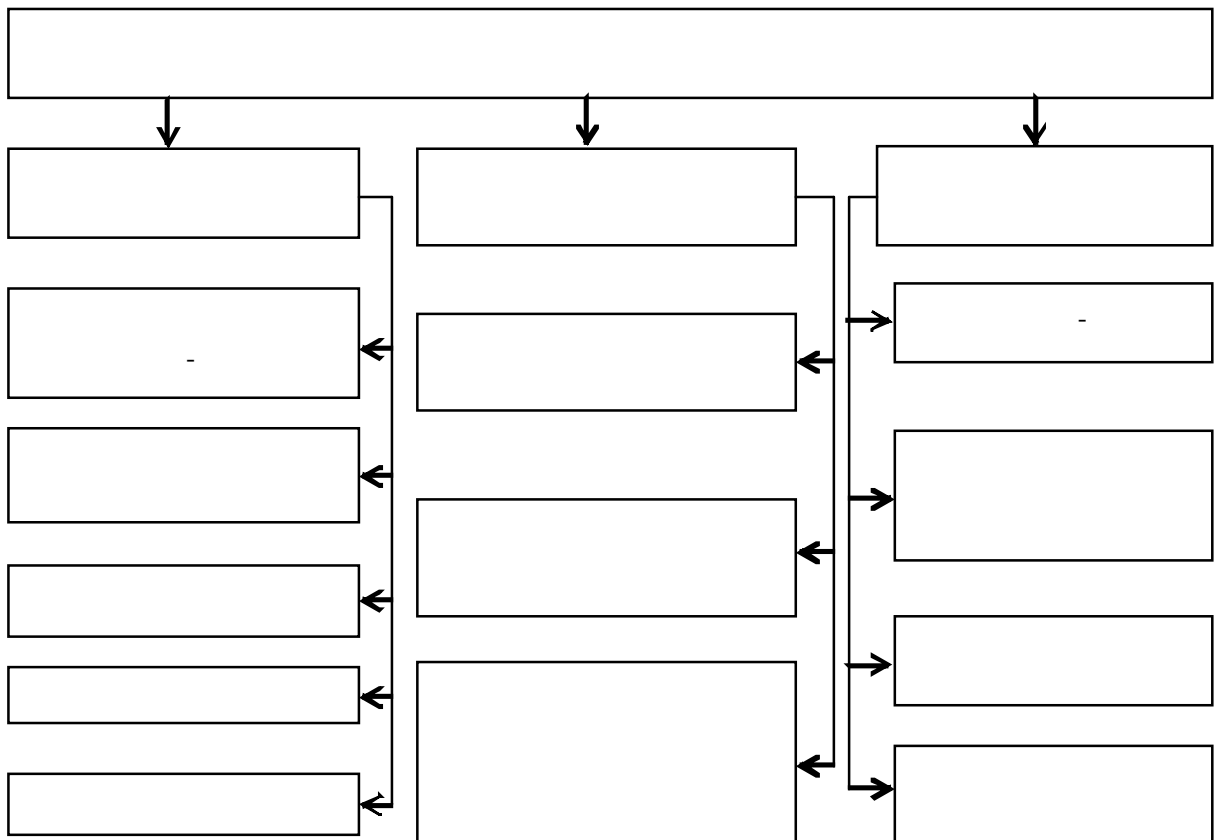
Keywords: bank, insurance company, marketing support, needs, product.

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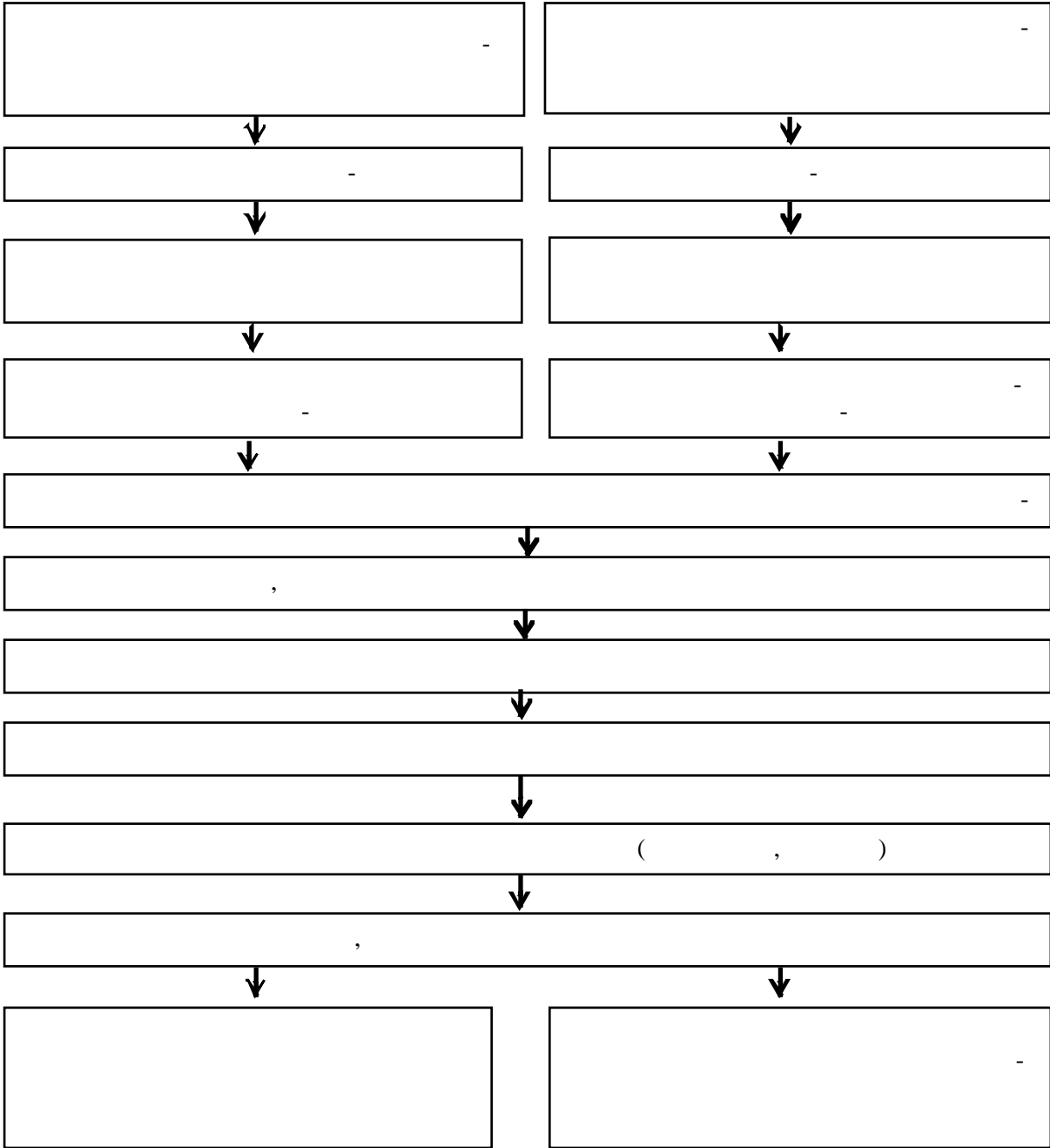
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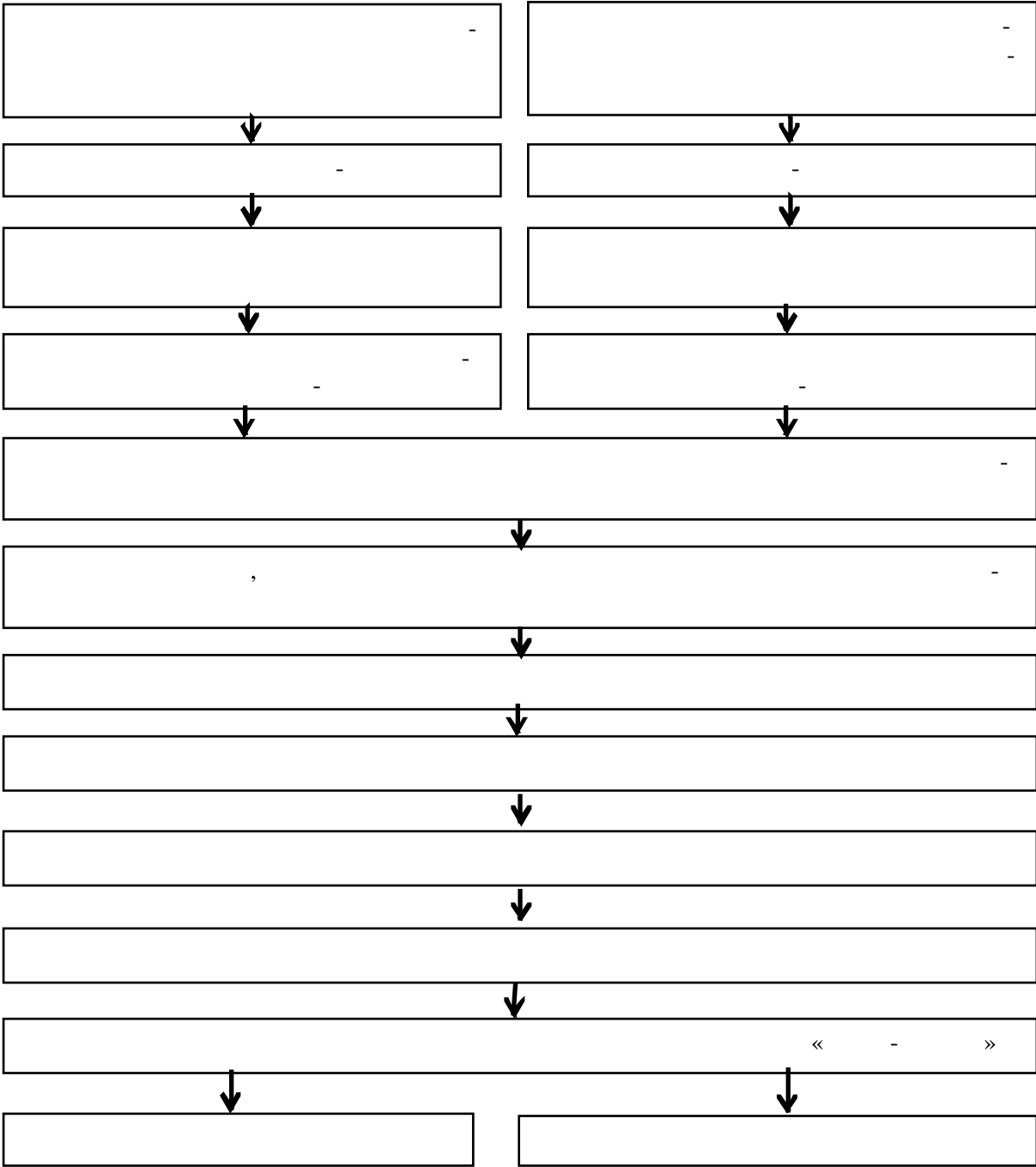
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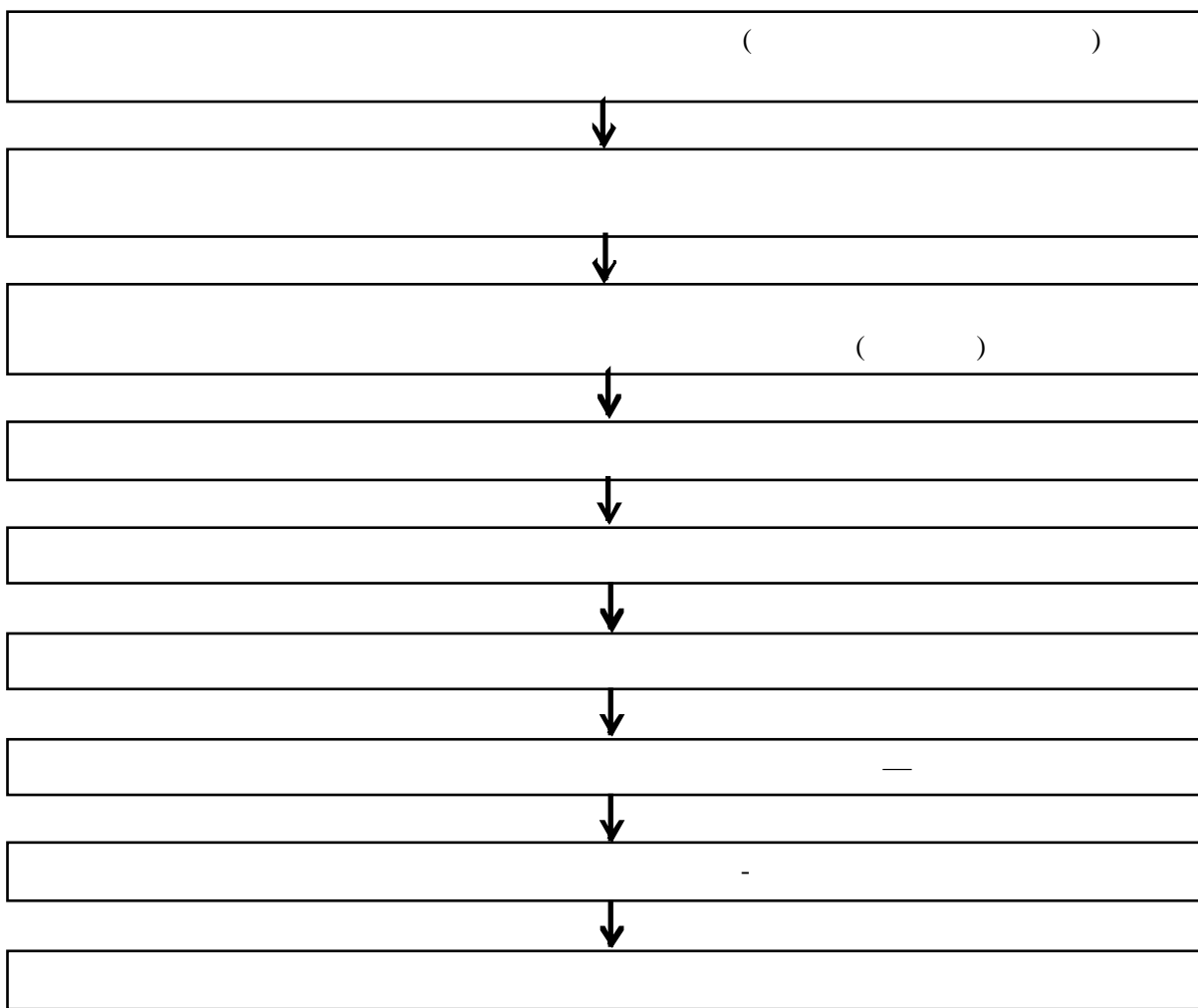
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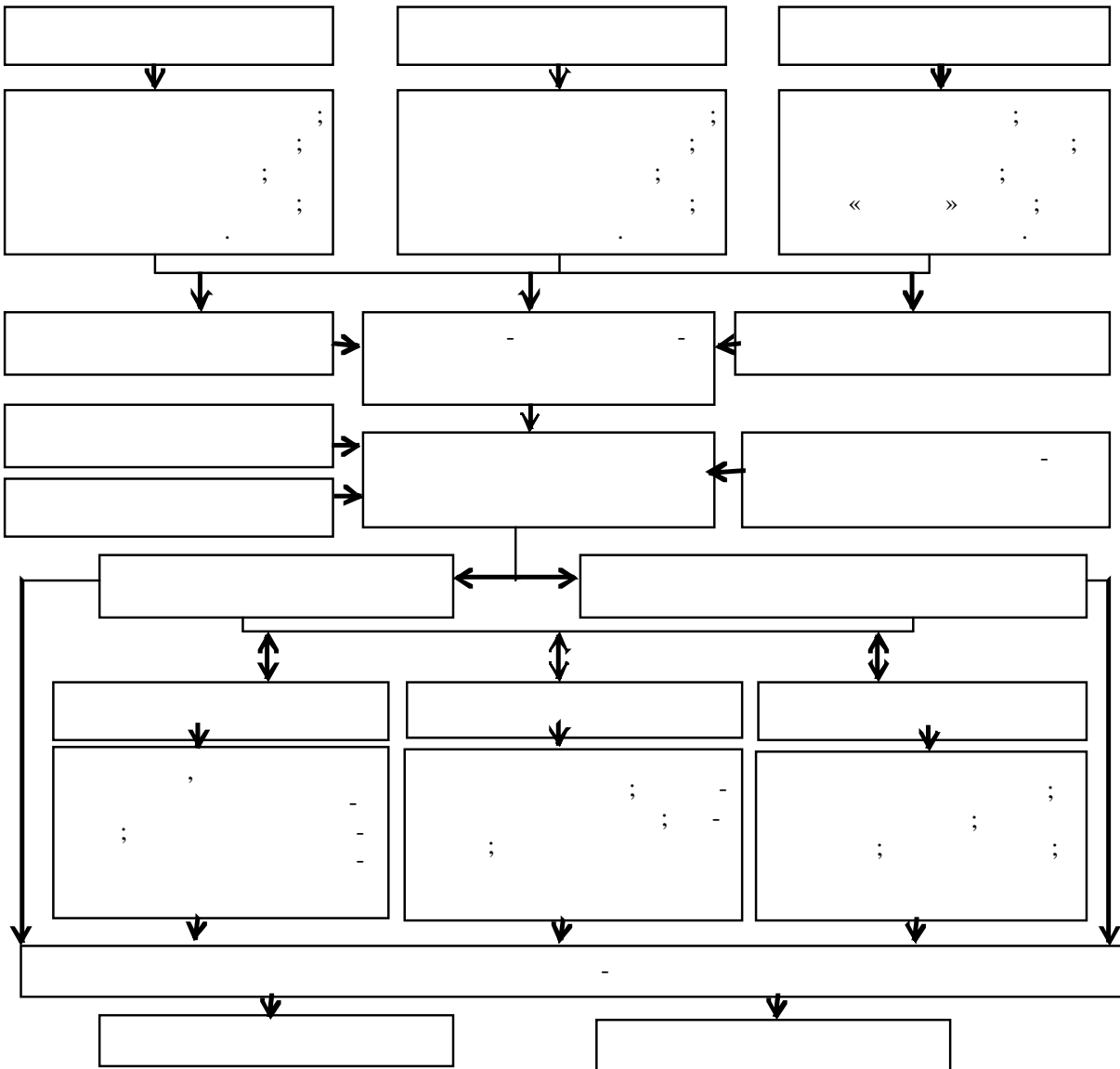
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