

Quick reads to keep you up-to-date on money matters.



## 6 financial goals for the year 2017

2017 is almost here and all of us are busy making resolutions to improve health, social and family life. How about setting 10 goals to improve your financial health? This will liberate you financially and help you live a worry-free life, dream bigger, have the courage to live your dreams and achieve your higher self-actualization goals.



Goal 1: Increase your income and better still, make money work for you.

If you're like most people, then you're probably trading your time for money. That means you work a certain amount of hours and get paid relatively. Instead of trying to work more hours and getting burnt out and stressed, focus on increasing your value. "Make your money work for you" is such common personal finance cliché. How do you make it actually work? Simply invest wisely in asset classes like equity, debt, real estate and commodities.

## Goal 2: Do proper budgeting

Identify what is important to you and start setting goals. Once you have established your goals, you need to look at where the money comes from and where it goes. You will then know the difference between your wants and needs. Now that you have a budget, you will be able to map your way to reaching your goals.

### Goal 3: Invest money instead of just saving

Savers are losers in today's fast changing world wherein the value of your savings keeps depreciating due to inflation. You would be better off investing in assets like equities, rental real estate, and commodities etc. which give a higher return in the longer run while helping you beat the inflation.

## Goal 4: Spend responsibly

If you keep buying things that you don't require, then very soon you will have to sell the things which you actually need. Reckless spending will lead you to the doors of lifelong financial slavery. Working for money is a sad way to spend the time which you have in limited quantity. So, try to spend the money left after saving and investing, instead of trying to save what is left after spending.

## Goal 5: Take proper insurance protection

Before starting to build fresh wealth, it is your duty to protect your existing assets. Never confuse insurance with investments because investments are supposed to grow your wealth while insurance is primarily for providing you with protection. Take suitable insurance cover of at least 10 times your annual income. The same applies to medical insurance as well.

## Goal 6: Make a proper retirement plan

Be realistic about it - make an estimate of your needs which will keep evolving with your age and time and also consider inflation in your calculations. If you desire to continue to have your present lifestyle past your retirement, or have the joy of bequeathing your wealth to your children then you have to start planning for it today.




Financial freedom frees you and opens a vast universe of opportunities. If you can dream, then you can surely achieve. Achieve all your financial goals & get all the support you need in your [wealth management](#) journey with Citigold.



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Chances are that you have seen your parents use them, your relatives and friends too. Credit card is now an essential piece of convenience in everybody's wallet for both regular and online shopping.



What is the one thing that you are most likely to spend on, or should we say you wouldn't avoid on a monthly basis? Fuel perhaps? Maybe your job requires you to travel more within the city. Travel - you spend half the month flying across local and international destinations. Shopping - you love pampering yourself.

The figure consists of three 3D pie charts, each representing a different category: Shopping, Travel, and Fuel. Each chart is divided into five segments representing different sub-categories: Travel, Entertainment, Others, Shopping, and Fuel. The segments are color-coded: Travel (blue), Entertainment (orange), Others (green), Shopping (yellow), and Fuel (red). The charts show the relative spend within each category, with Shopping being the largest segment in the Shopping category, Travel being the largest in the Travel category, and Fuel being the largest in the Fuel category.



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## When should you opt for a personal loan?

Personal loans are probably the easiest to avail of with simple documentation, quick processing and disbursal. But before you get down to interest rates and tenures, let us consider why you may want to apply for one.



### 1. To consolidate your debt

When there's a cash emergency and you need money urgently, you just don't have the time to fill in forms and provide documents. You end up borrowing from a local financier or swiping your Credit Card. Even though personal loan rates are high, they can be used to settle higher interest loans.

Consolidating your debt this way helps you plan your expenses around a fixed EMI. You also have an end in sight when you can be free of debt. What's more, with personal loans, you get the opportunity to create good credit history. By repaying your EMIs on time, you shore up your credit score.

### 2. To renovate your home

Go ahead, give your living room a facelift, redo the interiors or set up your very own home theatre. There's no limit to what you can do to improve your home but you might be limited by finances. Don't put off your plans till you accumulate enough, a personal loan is your answer for quick cash.

### 3. For a holiday abroad with your family

There is nothing better than spending time with your family, especially in one of those exotic holiday destinations abroad. If money is the only thing that is holding you back, you can choose to avail of a personal loan and realise your dreams of today.

### 4. Wedding in the family

Marriage expenditure, that of your own or a loved one, is perhaps the biggest expenditure you incur after education. But, unfortunately, there is no separate category of loan called the marriage loan. In spite of the careful planning over years, sometimes there might not be enough to meet the financial requirements at the moment. In such cases, taking a personal loan is ideal.

### 5. For higher education

Most banks offer educational loans to students for higher education in India or abroad. However, educational loans are available only to students who get admitted to select institutes. Even then, the loan covers only tuition fee and does not include, hostel fees, travel and other related expenses. The easier option in this case for you is to go for a personal loan. Since, education is an asset which will provide returns throughout your life, the price you pay is worth the effort.

### 6. Unforeseen medical emergencies

In case of a medical emergency, sometimes you might not have enough, even if you have medical insurance. There are other expenses that go along with the treatment for which you may have to dip into your savings. Personal loan can be quite handy when you are in urgent need of money. Using it wisely means to only borrow what you need and make the best use of it.



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 **Why wait to give your home a facelift?**   
Citibank Personal Loans starting at 11.49%

Terms & Conditions apply **Apply NOW**



Online banking is fast, convenient and gives you the freedom to access your funds whenever, wherever. Whether you are looking to pay your bills, make purchases online, book a ticket, transfer funds to your friend or relative, or book a deposit, all it takes is your phone or a computer with an internet connection. In a few clicks, your transactions are done.

But with great convenience comes greater responsibility. There are many fraudsters who are looking to get the best of you and make way with your sensitive information and money. By being aware of their methods, you can ensure that you make the best of this useful tool.

Take a look at the infographic below to see how your transactions are protected and what you can do from your part to stay that way.

**What do banks do to protect you?**  
Citibank has brought in systems and

**Secured login session**  
128-bit Encryption protects all the data when you login. The virtual dynamic keypad ensures you are protected against programs that capture your keystrokes.

**Double protection with the multi-factor authentication**  
A unique One Time Password is sent to your registered mobile number to authenticate your login sessions, for adding a payee, for funds transfers or online purchases.

**Secure mobile banking**  
Citi Mobile app doesn't store personal account information on mobile devices, so your accounts are not exposed if your phone is lost or stolen.

**Personal details masked**  
Your details are protected both on Citi Mobile and the online banking platform.

**Alerts for transactions**  
You will receive email and SMS alerts for all your account transactions, so you can quickly track and report unauthorised usage.

**ENSURING THAT  
YOUR ONLINE  
BANKING  
TRANSACTIONS  
ARE SAFE**

## How you can protect yourself?

**Always key-in the address of the bank**  
Fraudsters can try to trick you by sending you emails with links to bank-like sites. Always type [www.citibank.com/india](http://www.citibank.com/india)

**Ensure the page is secure while entering data**  
Look for the **padlock** and the url starting with **https://...** If they are not seen, then data entered is not secure.

**Keep a strong password**  
Include letters, special characters and numbers to ensure your password is not easily guessed. Do not write it down or send them by email. Change it regularly.

**Be cautious from where you login**  
Keep your personal computer protected, and access banking sites only on trusted wireless network. Do not use public computers.

**Smart Phone Usage**  
Secure your phone with a strong pass code. Do not store your IPIN or other sensitive information on your phone. Be wary of shoulder surfing. In case you have lost or misplaced your phone, inform the bank so that Citi Mobile access can be disabled.

**Download Citi Mobile app from a trusted source**  
Download from App Store on the iPhone® and iPod touch®, or Google's Android Market. You can alternately SMS to 52484 and click on the download URL in the response SMS.

So go ahead and enjoy online banking convenience without the risk of losing your hard earned money.

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**Why wait to give your home**  
Citibank Personal Loans starting at 11.49%



# Love shopping?



**7 things you can do to SAVE as you spend !**



Do you feel the rush, when you try on that new dress and get carried away by the rustle of fabric against your skin and the fresh scent that emanates from it that you decide to buy it instantly? Then, you probably love shopping!

Let's look at ways and means to avoid bills that dampen your shopping spirit.



**Diwali dhamaka Offer !**

**New Year Bonanza !**

**Up to 60% off !**

## 1. Wait for 'around the year' SALE!

Seasonal sales, festival sales, promotional sales, end of season sales, clearance sales etc. are big money savers.



**High jinks !**

## 2. Register for loyalty programs

Banks reward you points on every transaction, which can be later redeemed for cash back or other benefits.

**Lounge access !**

**Free fuel !**

**10X rewards !**



## 3. Buy in bulk

Buy large quantities especially of perishables (most come with money saver packs) to get bigger discounts.

**Combo Offer !**

**Twelve pack !**

**Three plus one Free !**



**100% money back guarantee !**

**2 year guarantee !**

**5 year warranty !**

## 4. Buy only guaranteed / warranted products

Results in significant savings if the product malfunctions.



## 5. Consider rental or second-hand

Buy books accessories etc., at heavily discounted prices second hand. Rentals suited for cars, camera for holidays etc.

**Rental Camera !**

**50-80% savings !**

**Second hand books !**

## 6. Buy out of season

Buy summer items in winter and vice versa.



**Vacations !**

**20% off on AC !**

**50% off on Woollens !**



## 7. Buy Online

Buy online with 'free shipping' and 'cash on delivery' to enjoy online discounts with offline features.



**Cash on delivery !**

**Free shipping !**

**Free e-vouchers !**

The festive season is just around the corner. Plan your expenditure and make the most of your shopping. Get rewarded like never before.



MARKETING

# In-house marketing vs Outsourced agency marketing

NOVEMBER 24, 2021



In today's competitive world, every business needs digital marketing to help the business grow, generate leads and increase revenue. Whether, you need SEO, email marketing or social media marketing, digital marketing can really help your business. A dilemma about digital marketing that companies face is whether to keep it in-house or partner with an external agency. It is a critical decision requiring a thorough analysis. Let's look at the pros and cons of such a decision.

## In-house

### Pros

- Alignment to company values
- Easy accessibility
- Focus on a single company
- Complete control

### Alignment to company values

A full-time employee is closely invested in a company's success and growth than any external agency team can ever be. So, alignment with company's values will be easier to accomplish. Moreover, the team knows the brand intimately and can make informed marketing decisions. This will be possible from day 1, as compared to an external agency which will take time.

### Easy accessibility

It's easy to access an in-house team for brainstorming sessions, content approval, or meetings as compared to an external agency, where you need to call, email or make appointments to meet each other.

### Focus on a single company

External agency with multiple clients will not be able to focus the same way on your business as an in-house team can. If you want a team to focus 100% of the time on your business, in-house team will be a better bet.

### Complete control

Businesses that prefer to have complete control over their marketing should go for an in-house team.

### Cons

- Need for wide ranging talent
- Employee costs and software expenses
- Office politics
- Scalability
- Employee turnover

### Need for wide ranging talent

Your team needs to have a deep expertise in different aspects of digital marketing (SEO, PPC, web development etc). Building an on-house team with all this skill sets is very difficult. Agencies, naturally have professionals specialising in all aspects of digital marketing.

### Employee costs and software expenses

For small-to-midsized companies, an in-house marketing team is a massive commitment. The cost of maintaining these teams is one of the most significant drawbacks of internal marketing.

Besides the cost of hiring and maintaining an in-house marketing team, you also have marketing software expenses ranging from SEO tools, to freelance services, like graphic design or web development.

### Office politics

Quality of work can suffer when office politics gets in the way. But this is a non-factor when your marketing is managed by an outside agency.

### Scalability

Scalability is a real issue with internal teams as it takes time and effort to train new members to join the team etc. External agencies on the other hand, have a large number of employees with various skill sets, which helps them to scale quickly.

### Employee turnover

Exit of a key team member can completely derail your marketing efforts if you have an in-house team. On the other hand, external agencies have a deep pool of relevant talent and can replace the team member without affecting the digital marketing campaign.

## External Agency

### Pros

- Wide ranging expertise
- Software and tools
- Diverse channel specialties
- Scalability
- Overall Cost

### Wide ranging expertise

An experienced agency can make all the difference to a business when used correctly. Having a wide range of expertise allows the agency to take on any kind of requirement that may arise.

### Software and tools

Digital marketing agencies come with an arsenal of software and tools to help them achieve client objectives. Moreover, since they use the tools across a section of clients, the price amortised over the number of clients, than if the same service is purchased by the in-house team directly.

### Diverse channel specialties

The width and depth of the degree of specialisation of an external agency allows the business to take advantage of multiple channels from PPC to SEO. Compared to this, an in-house team will have to get by with a limited set of specialties.

### Scalability

This is a major advantage of external agencies as mentioned earlier.

### Overall Cost

The overall cost of hiring and running an in-house digital marketing team is much higher than if you choose an external agency.

### Cons

- Location and accessibility
- Multiple clients
- Lack of Control

### Location and accessibility

Accessing an external agency on a regular basis is much more difficult than doing the same with an in-house team.

### Multiple clients

The focus of an external agency is not completely on your business as they handle multiple clients.

### Lack of control

Companies that prefer to have complete control over their marketing campaign will experience issues when working with a digital marketing agency.

A business can decide on going for an in-house team or an external agency based on their particular requirements and abilities. They could even prefer a hybrid system if it so suits them.



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# Top Web development trends

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Twenty-eight years ago Sir Tim Berners Lee created the first website and introduced the World Wide Web to us. Since then the number of websites grew drastically. Today there are over 1.8 billion websites in the web world; out of this less than 200 million are active. Every new business wants to create a strong online presence today and every day thousands of new websites are added to boost this competition.

Web development is already experiencing various new trends. In this competitive era, if you want to make your business stand out among the crowd of active websites, then you need to keep a track of the new web development trends.

After a lot of brainstorming, we have gathered, top 7 trends in web development:

- Artificial Intelligence Chat bots

Chat bots are transforming e-commerce. The main reason for their popularity is quite organic and the result of a protracted demand from the customers' side for an immediate response from brands on marketing or sales questions. Customers are impatient! People want round-the-clock assistance and expect to find the information they're looking for in an instant.

Multiple studies by leading companies have proved that 90% of customers rate an immediate response as essential when they have a customer service question and 89% are more likely to make another purchase once their initial query has been answered satisfactorily.

Using a chatbot has many benefits including, 24/7 availability, better tracking of customer metrics, in providing multilingual support, reduced customer support costs etc.

- Accelerated Mobile Pages (AMP)

Around 3.5 billion users in the world use smartphones and it is very important for your business to own the mobile version of your website. But the speed matters. Even a few seconds delay in loading the page will end up losing your potential customers. So do you think a simple webpage optimized for mobile is enough?

The answer is exactly "No". What you need is an AMP webpage that works at a stunning speed than any simple mobile-optimized web page. You can simply increase your search engine ranking by incorporating AMP to your website.

- Progressive Web Apps (PWA)

The constant need for business to target their customers on mobile devices is increasing day by day. This leaves you with three choices to please your mobile-based customers: Websites, native mobile apps, and progressive web apps.

Among the three, PWA combines the best elements of websites and native mobile apps, cutting down the disadvantages of the other two. In simple words, it's a website built using web technology but at the same time gives you the experience of using a native mobile app.

You can simply add a PWA to your home screen, eliminating the process of downloading it from an app store. Using a PWA, also allows you to save your smart phone's valuable memory. Considering the factors that it is easier to develop, update and require only one version which can seamlessly work on all devices (Apple and Android), PWA's are clearly economical.

- Single Page Websites

A single-page website or an application is not new. It is familiar to most of us yet it shows all the possibilities to continue in the trend even today. It only consists of one HTML page and it removes intricate navigation by avoiding extra pages like about us, services, etc.

With simple design and speed at which they load, single page websites provide a great user experience. It works seamlessly on both mobile and desktop devices.

- Block chain Technology

Recent trend reveals that most of the major companies have now integrated Blockchain technology to their website. With this technology, the merchant website can predict the future demands of customers based on their buying history which will be stored on the Blockchain blocks.

Adding to the advantages it also offers security to the data and saves the transactions. Besides, this technology also helps to increase interactivity on web pages.

- Voice Search Integration

With the world already moved to hands-free digital technology, you can never say no to voice integration on your website. Your visitors can search for your website or fill a form on your website, using their voice. It shows the results faster and provides a greater user experience. Voice search is one of the important factors for ranking in the SEO world, it is not a good idea to keep your website away from this technology.

- Motion User Interface

The average attention span of people is 8 seconds. In this case, you can grab the attention of your visitors with captivating interactive graphics on the web page. With this latest trend, you can tell stories through animation and present an aesthetically pleasing user experience. Besides the growing preference among web users for motion UI shows that it will remain as one of the top trends in web development today and in the coming years.

## Conclusion

There is no doubt that these web development trends clearly got the potential to take your business to the next level but only if you choose accordingly. You should choose the one which best suits your need and your website will shine bright among the web world.



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