

ABA CFMP

**ABA FINANCIAL MARKETING PROFESSIONAL CERTIFICATION
QUESTIONS & ANSWERS**

Exam Summary – Syllabus – Questions

CFMP

ABA Certified Financial Marketing Professional (CFMP)

150 Questions Exam – Pass/Fail Cut Score – Duration of 180 minutes

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Know Your CFMP Certification Well:

The CFMP is best suitable for candidates who want to gain knowledge in the ABA Professional Level. Before you start your CFMP preparation you may struggle to get all the crucial Financial Marketing Professional materials like CFMP syllabus, sample questions, study guide.

But don't worry the CFMP PDF is here to help you prepare in a stress free manner.

The PDF is a combination of all [your queries like-](#)

- What is in the CFMP syllabus?
- How many questions are there in the CFMP exam?
- Which Practice test would help me to pass the CFMP exam at the first attempt?

Passing the CFMP exam makes you ABA Certified Financial Marketing Professional (CFMP). Having the Financial Marketing Professional certification opens multiple opportunities for you. You can grab a new job, get a higher salary or simply get recognition within your current organization.

ABA CFMP Financial Marketing Professional Certification Details:

Exam Name	ABA Certified Financial Marketing Professional (CFMP)
Exam Code	CFMP
Exam Price	\$575 (USD)
Duration	180 mins
Number of Questions	150
Passing Score	Pass/Fail
Schedule Exam	EXAM APPLICATION
Sample Questions	ABA Financial Marketing Professional Sample Questions
Practice Exam	ABA CFMP Certification Practice Exam

CFMP Syllabus:

Topic	Details
DATA, RESEARCH, AND MEASUREMENT (20%)	
Make strategic, data-driven marketing decisions.	<p>Knowledge of:</p> <ul style="list-style-type: none"> • Surveys (e.g., customer, rate) • Focus groups • Competitive/market analysis (SWOT) • Brand awareness study • Deposit share FDIC • Share of voice • Mystery shops
Research client profiles to identify needs.	<p>Knowledge of:</p> <ul style="list-style-type: none"> • CRM/MCIF • Data warehouse • Product adoption/Cross-sell next best product • Client experience/Journey mapping • Data points (e.g., segmentation, attrition rate, psychographics, demographics)
Procure data from primary and secondary sources to assess competitive environment.	<p>Knowledge of:</p> <ul style="list-style-type: none"> • Share of market: FDIC summary of deposits • Share of voice: weight and frequency in advertising against competition • Rate survey • Mystery shops
Apply return-on-investment (ROI) methodologies to measure product sales outcomes.	<p>Knowledge of:</p> <ul style="list-style-type: none"> • ROI • Sales tracking • Expense tracking (e.g., advertising, direct mail) <p>Ability to:</p> <ul style="list-style-type: none"> • Calculate product lift, income vs. cost • Calculate ROI

Topic	Details
Establish digital metrics to determine the results of marketing initiatives.	<p>Knowledge of:</p> <ul style="list-style-type: none"> • KPIs • Conversions/Leads • SEO/listings management/SEM in place to support website • Access to reporting and interpretation (e.g., Google analytics) <p>Ability to:</p> <ul style="list-style-type: none"> • Interpret metrics (e.g., impressions, CTR, CTW, CPC) • Communicate meaning/value to management
Collaborate with various business lines to measure and increase sales.	<p>Knowledge of:</p> <ul style="list-style-type: none"> • CRM • Data warehouse • Marketing automation <p>Ability to:</p> <ul style="list-style-type: none"> • Define goals and build operating plan
Leverage data to support marketing recommendations made to executive management.	<p>Knowledge of:</p> <ul style="list-style-type: none"> • Loan-to-deposit ratio, rate setting, asset/liability management (ALCO) • Competitive analysis (e.g., Uniform Bank Performance Report, FDIC summary of deposits, interest rate) • New product/services adoption via MCIF/core data • Technological advances
Define marketing parameters and ways to calculate ROI for events.	<p>Knowledge of:</p> <ul style="list-style-type: none"> • Budget • Bank's strategy for charitable giving • Client base or target market • Community support to foster good will • CRA

Topic	Details
	<p>Ability to:</p> <ul style="list-style-type: none"> Plan Find added value, negotiate for brand exposure
Define the client journey and identify communication preferences.	<p>Knowledge of:</p> <ul style="list-style-type: none"> MCIF/CRM: knowing your client Segmentation (e.g., behavioral, contextual, generational) Communication channels <p>Ability to:</p> <ul style="list-style-type: none"> Define personas
Track progress and efficacy of marketing campaigns.	<p>Knowledge of:</p> <ul style="list-style-type: none"> FI Core/MCIF Sales goals and reporting Budget tracking ROI Marketing data resources
STRATEGY (21%)	
Create segmentation strategies to target messaging.	<p>Knowledge of:</p> <ul style="list-style-type: none"> MCIF Segmentation (e.g., households, demographics) Geotargeting <p>Ability to:</p> <ul style="list-style-type: none"> Identify life stages and connect with relevant products and services
Align marketing resources with strategic organizational goals.	<p>Knowledge of:</p> <ul style="list-style-type: none"> Supporting lines of business and their goals Strategic plan Collaboration strategies Current market conditions

Topic	Details
	<p>Ability to:</p> <ul style="list-style-type: none"> Collaborate with various business lines
Translate the strategic organizational goals into actionable marketing tactics.	<p>Knowledge of:</p> <ul style="list-style-type: none"> Strategic plan Current market conditions Marketing strategy/dashboard Applicable resources/vendors <p>Ability to:</p> <ul style="list-style-type: none"> Write marketing plans
Create an annual marketing plan.	<p>Knowledge of:</p> <ul style="list-style-type: none"> Budgeting Strategic plan Competition Structure of a marketing plan (e.g., SWOT analysis) <p>Ability to:</p> <ul style="list-style-type: none"> Write/revise marketing plans
Budget marketing resources to support the marketing plan.	<p>Knowledge of:</p> <ul style="list-style-type: none"> Budgeting Strategic plan Due diligence process to vet vendors Applicable resources (e.g., staff, technology)
Synthesize industry trends to develop marketing tactics.	<p>Knowledge of:</p> <ul style="list-style-type: none"> Competition Industry trends Relevant/objective sources Bias (e.g., media, research, personal) <p>Ability to:</p> <ul style="list-style-type: none"> Critically examine sources

Topic	Details
REVENUE GENERATION (20%)	
Create and measure shareholder value.	<p>Knowledge of:</p> <ul style="list-style-type: none"> • Return on equity • Return on assets • Efficiency ratios • ROI • Share of market/voice • Statements of condition • Income statement • Balance sheet
Quantify and communicate financial outcomes of initiatives to leadership.	<p>Knowledge of:</p> <ul style="list-style-type: none"> • Key metrics and how they are measured <p>Ability to:</p> <ul style="list-style-type: none"> • Create executive summaries • Compile and report key metrics
Develop campaigns to meet sales goals.	<p>Knowledge of:</p> <ul style="list-style-type: none"> • Marketing budget • Strategic goals for departments/business lines • Regulatory limitations <p>Ability to:</p> <ul style="list-style-type: none"> • Identify target audience • Identify most/least relevant channels
Recognize current market conditions and competition to price deposits.	<p>Knowledge of:</p> <ul style="list-style-type: none"> • Loan-to-deposit ratio • Current rates • Asset/liability management (ALCO) <p>Ability to:</p> <ul style="list-style-type: none"> • Interpret relevant internal and external reports (e.g., rate report, housing report) • Track market trends

Topic	Details
COMMUNICATION AND BRAND (25%)	
Build an effective internal communication plan.	<p>Knowledge of:</p> <ul style="list-style-type: none"> • Verbal and written means • Systems and communications tools • Feedback evaluation and response methodologies (e.g., surveys) • Points of contact • Organizational chart
Develop an external communication plan.	<p>Knowledge of:</p> <ul style="list-style-type: none"> • Various communication channels • Public relations (e.g., news releases, media training, digital) • Advertising • Relevant educational content • Strategic organizational goals
Create strategy to build the brand.	<p>Knowledge of:</p> <ul style="list-style-type: none"> • Brand guidelines • Brand promise • Core values • Organization-wide engagement • Measurement of brand equity (e.g., market studies, internal/cultural studies, integration into performance evaluations) • Consistent messaging and brand voice
Create appropriate content to engage audiences.	<p>Knowledge of:</p> <ul style="list-style-type: none"> • Goals and tactics • Segmentation strategies • Education and fraud prevention • Business lines/Product lines • Channels (e.g., digital, traditional, media, in-person) • Types of content (third-party, original) • Legal and compliance considerations • Diversity and inclusion

Topic	Details
Construct a crisis communication plan.	<p>Knowledge of:</p> <ul style="list-style-type: none"> • Business continuity plan (e.g., crisis team, incident response plan, prepared statements, internal communication plan) • Predetermined public relations firm options • Media training • Authorized and appointed spokespersons • Role of senior leadership, regulators, and law enforcement
RISK MANAGEMENT (14%)	
Establish a complaint management process.	<p>Knowledge of:</p> <ul style="list-style-type: none"> • Policy (e.g., incident response, assessment, reporting, internal communication, resolution) • Customer communication • Feedback
Ensure compliance with the Community Reinvestment Act (CRA).	<p>Knowledge of:</p> <ul style="list-style-type: none"> • CRA officer • CRA context plan • Corporate charitable giving and sponsorships • Educational programming • Community development • Volunteerism • Fair lending • Public file
Collaborate to ensure ADA compliance.	<p>Knowledge of:</p> <ul style="list-style-type: none"> • Regulations • Physical buildings • ATMs • Third-party vendors • Website accommodations (e.g., audio, video)
Manage vendor risk.	<p>Knowledge of:</p>

Topic	Details
	<ul style="list-style-type: none"> • RFP process • Contract review • Due diligence • Legal review process
Develop and disseminate accurate information.	<p>Knowledge of:</p> <ul style="list-style-type: none"> • Business lines • Fair lending • Unfair, deceptive, or abusive acts or practices (UDAAP) • Consumer compliance regulations • FINRA • FTC • Investor relations • Brand voice <p>Ability to:</p> <ul style="list-style-type: none"> • Create clear and concise communications
Monitor advertising content for accuracy and consistency.	<p>Knowledge of:</p> <ul style="list-style-type: none"> • Business lines • Project management (e.g., goals, project description, team members, recordkeeping/archives, approvals) • Compliance
Control exposure to risk by complying with regulations.	<p>Knowledge of:</p> <ul style="list-style-type: none"> • Business lines • Fair lending • Unfair, deceptive, or abusive acts or practices (UDAAP) • Consumer compliance regulations • FINRA • FTC • Investor relations
Ensure compliance with digital advertising guidelines.	<p>Knowledge of:</p> <ul style="list-style-type: none"> • Segmentation

Topic	Details
	<ul style="list-style-type: none"> • Geotargeting • Targeting and retargeting • SEO/SEM • Website maintenance/recordkeeping • Consumer compliance regulations • Investor relations

ABA CFMP Sample Questions:

Question: 1

How can feedback evaluation and response methodologies contribute to an effective internal communication plan?

- By providing verbal and written means of communication
- By identifying systems and communications tools
- By ensuring effective feedback collection and response mechanisms
- By considering points of contact within the organization

Answer: c

Question: 2

Which of the following can be leveraged to support marketing recommendations made to executive management?

- Loan-to-deposit ratio
- Competitive analysis
- New product/services adoption data
- Technological advances
- All of the above

Answer: e

Question: 3

What role does the asset/liability management (ALCO) play in content planning for marketing professionals?

- It helps define marketing parameters and calculate ROI for events
- It supports community support initiatives
- It determines the bank's strategy for charitable giving
- It influences the rate setting for marketing activities

Answer: d

Question: 4

Consumer compliance regulations in digital advertising are designed to:

- a) Ensure fair treatment of customers and protect them from deceptive practices
- b) Promote aggressive marketing tactics to increase customer engagement
- c) Facilitate mergers and acquisitions within the advertising industry
- d) Encourage competitive pricing strategies among businesses

Answer: a

Question: 5

What is the CRA officer responsible for in ensuring compliance with the Community Reinvestment Act (CRA)?

- a) Developing the CRA context plan
- b) Overseeing corporate charitable giving and sponsorships
- c) Implementing educational programming related to CRA
- d) Monitoring compliance with fair lending practices

Answer: d

Question: 6

Why is due diligence important in managing vendor risk?

- a) It ensures that vendors meet the necessary qualifications and standards
- b) It helps identify any potential risks or issues associated with the vendor
- c) It allows for a comprehensive assessment of the vendor's capabilities and track record
- d) All of the above

Answer: d

Question: 7

Which study is conducted to gauge the level of recognition and familiarity consumers have with a specific brand?

- a) Surveys
- b) Focus groups
- c) Brand awareness study
- d) Mystery shops

Answer: c

Question: 8

In the context of digital advertising, the purpose of marketing automation is to:

- a) Optimize a website for better search engine visibility
- b) Streamline and automate marketing tasks and campaigns
- c) Measure and track customer conversions and leads
- d) Develop and implement customer retention strategies

Answer: b

Question: 9

Who are the authorized and appointed spokespersons in a crisis communication plan?

- a) Senior leadership, regulators, and law enforcement
- b) Public relations firm options
- c) Media training providers
- d) Business continuity team members

Answer: a

Question: 10

How does the loan-to-deposit ratio relate to pricing deposits?

- a) It determines the profitability of loan products
- b) It influences the interest rates offered on deposits
- c) It impacts the liquidity of deposit accounts
- d) It guides asset/liability management (ALCO) decisions

Answer: b

Study Guide to Crack ABA Financial Marketing Professional CFMP Exam:

- Getting details of the CFMP syllabus, is the first step of a study plan. This pdf is going to be of ultimate help. Completion of the syllabus is must to pass the CFMP exam.
- Making a schedule is vital. A structured method of preparation leads to success. A candidate must plan his schedule and follow it rigorously to attain success.
- Joining the ABA provided training for CFMP exam could be of much help. If there is specific training for the exam, you can discover it from the link above.

- Read from the CFMP sample questions to gain your idea about the actual exam questions. In this PDF useful sample questions are provided to make your exam preparation easy.
- Practicing on CFMP practice tests is must. Continuous practice will make you an expert in all syllabus areas.

Reliable Online Practice Test for CFMP Certification

Make CertFun.com your best friend during your ABA Certified Financial Marketing Professional (CFMP) exam preparation. We provide authentic practice tests for the CFMP exam. Experts design these online practice tests, so we can offer you an exclusive experience of taking the actual CFMP exam. We guarantee you 100% success in your first exam attempt if you continue practicing regularly. Don't bother if you don't get 100% marks in initial practice exam attempts. Just utilize the result section to know your strengths and weaknesses and prepare according to that until you get 100% with our practice tests. Our evaluation makes you confident, and you can score high in the CFMP exam.

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