

Business & Leadership Roundtable Series: Key Insights to Empower Fintech Marketing Leaders

In today's high-stakes landscape, every marketing dollar counts, and as an FS/Tech/FinTech marketer in Asia, you're under more pressure than ever, juggling high expectations from leadership, complex regional dynamics, and constant technological advances.

Our recent CMO Roundtables in Hong Kong and Singapore provided a vital platform for industry leaders like Stephen Body, Moira Ann, and Robin Lee, who offered a rare opportunity to go beyond the theory, providing actionable insights into the specific struggles and aspirations that define our work. The valuable insights shared by these leaders can enlighten you about the challenges and goals in this demanding industry.

The Core Challenges Shaping Your Marketing Journey

Tracking ROI When Brand Awareness Is The Goal

For FS marketers like you, Stephen Body's observations hit hard. Brand awareness campaigns are essential, yet the long buying cycles in financial services mean that proving ROI can be nearly impossible. Unlike B2C, where customers might go from ad click to purchase in a day, your audience requires months or even years to convert. This reality makes it essential to deepen collaboration with sales and implement a system for precise ROI. Only with robust reporting can you communicate the full impact of your brand-building efforts to leadership, demonstrating the value of your marketing efforts.

Localising Your Message Across Asia's Cultural and Linguistic Diversity

In a region as culturally and linguistically rich as Asia, getting localisation right is not just an advantage; it's a necessity. Moira Ann highlighted it's also one of the most challenging aspects of FS marketing. Culturally resonant and accurately translated materials are vital for your message to land effectively, but securing the resources to create them can be an uphill battle. Every marketer wants a message that resonates; your work is no different. You must

make a compelling case to your leadership, and investing in high-quality, localised content is vital to winning over diverse audiences in new markets and making your efforts pay off on a regional scale.

Balancing The Need for Brand Awareness and Lead Generation

For Robin Lee and many FS marketers, the struggle to balance brand awareness with lead generation is ongoing. You're likely feeling this tension, too, especially as you explore diverse regions like Southeast Asia, where each market requires unique positioning. Your brand must establish credibility, but you must also fill the pipeline with qualified leads. Achieving both goals is a constant push-and-pull. For you, this means formulating a region-specific go-to-market strategy that can keep you agile enough to adapt and precise enough to meet both targets. This delicate balance can truly define your success in these emerging markets.

Transformative Trends for FS Marketers

Leveraging AI As A Tool, Not A Replacement

As Stephen Body pointed out, AI is everywhere, enhancing efficiencies in content creation, meeting notes, and administrative tasks. However, it's important to note that AI alone can't replace the human insight required for effective messaging. Moreover, it can have the potential for data bias and privacy issues, making human oversight even more essential. AI can be a powerful ally when used to handle time-consuming tasks, freeing you to focus on high-level strategy. Embracing AI as a complementary tool rather than a replacement is crucial to maintaining your brand's credibility and the quality of your campaigns.

Fostering Brand Functional Collaboration

Collaboration isn't optional in today's FS world — it's essential to most business strategies. Moirit underscored the value of businesses syncing for marketing, sales, and product teams, especially when leadership expects you to demonstrate tangible business impact. Creating

cross-functional working groups with shared metrics can be a decisive step forward if you're facing this barrier. By integrating marketing into discussions, you can shift perceptions and cement marketing's role as a critical contributor to business objective marketing, achieving your business goals more effectively.

Strategic Alliances To Maximize Budget Impact.

With budgets under increased scrutiny, it's crucial to stretch resources and maintain results. Many in this field believe partnerships are an ideal solution. When you partner with other brands that share your audience, you can amplify your reach without needing a significant budget increase. These alliances allow you to co-create campaigns, share costs, and access new audiences—a smart strategy for any FS marketer trying to do more with less in today's competitive environment. This approach empowers you to effectively maximise your budget impact and achieve your marketing goals, while also fostering a sense of collaboration and mutual benefit in the industry.

Steps to Empower Your FS Markettoday'sategy

- **Prioritize ROI Tracking:** Implementing a system for precise ROI tracking can help you demonstrate the actual value of every campaign, even those focused on brand awareness. Work closely with sales to ensure every touchpoint is reported, allowing you to communicate marketing's impact with clarity.
- **Invest in Localization:** For FS marketing targeting diverse markets, allocating resources for localisation is non-negotiable. Make the case for this investment to leadership, showing how culturally tailored messaging leads to more robust engagement and brand loyalty.
- **Use AI Strategically:** Embrace AI to handle time-consuming tasks, allowing you to focus on strategic decision-making and high-value interactions. Let AI be the tool that enhances, not replaces, your expertise and judgment.
- **Build Cross-Functional Partnerships:** Don't wait for an invitation to the boardroom. Foster regular communication with sales, product, and other teams to ensure

alignment with overarching business objectives. These relationships can drive meaningful outcomes and solidify marketing as a strategic force.

- **Seek Out Strategic Alliances:** Aligning with other brands can efficiently extend your reach without stretching your budget. Partnerships enable you to create and execute campaigns that offer mutual benefits, broadening your impact without added costs.

The Power of Community In Navigating Change

Participating in communities like the CMO Roundtable brings FS marketers a crucial support network. When facing the challenges of complex markets, fluctuating budgets, and evolving technologies, having a peer network allows you to learn from shared experiences, gain fresh insights, and collaborate on overcoming common obstacles. It's a space where your challenges are understood, and solutions are co-created with others who know this landscape well. This sense of community support is invaluable in navigating the changes and uncertainties in the FS marketing landscape, and can help to alleviate feelings of isolation and promote shared learning and support.

As you navigate the future of FS marketing in Asia, remember that your role is crucial. Your efforts in aligning with business goals, fostering meaningful cross-functional relationships, and tailoring your approach to each unique audience are integral to the success of this dynamic region.