

Unveiling the Game-Changing Insights: The Future of Fintech and the Financial Services Sectors

On 26 April, 2023, we hosted our annual Fintech B2B Marketing Conference. This prestigious event saw industry experts and thought leaders from across the globe come together to propel discussions on the cutting-edge trends and strategies shaping the marketing landscape. With a remarkable turnout of over 100 Fintech, Tech and Financial Services companies, ranging from SMEs to mid-market and enterprise giants, the conference showcased the true diversity and vibrance of the industry. Esteemed senior professionals, including founders, CMOs, Marketing Heads, Journalists and Marketing Vendors were present to cover a range of topics, including AI and content marketing, account based marketing, data-driven strategies and much.

For those who were not in attendance, here are some of the key insights and takeaways from the event as we explored the forefront of marketing innovation.

Panel 1: Big Bets for 2023 and Predictions for 2024

We started off the discussions by asking the question, “What are the key macro trends impacting the Fintech and Financial Services industries?” Thirty-six percent of attendees agreed that the current economic situation plays a massive role, while 26% said technology advancements and 13% said digitisation pressures. A further 13% said that ESG/Sustainability commitments, a trend that has been around for about five years, is increasingly becoming a differentiator for banks and fintech companies. Regulators are asking businesses to report on their ESG, so there is a need to make it easier for customers to help companies do it consciously, rather than it being a mere tick-box exercise.

The panel also touched on digital fatigue and how companies can learn from each other and use technology to enable them. The panellists predicted that the first AI-driven financial marketing campaigns using deep fakes will likely be launched by 2024, and emphasised the need for AI literacy as the next step in understanding what is coming.

Other macro trends impacting the industry included regulatory challenges (8%) and the investment landscape (5%). For the full panel discussion, [click here](#).

Panel 2: Demand Generation and Growth Marketing Strategies to Fuel 2023

This panel focused on the importance of demand creation before capturing leads. The panelists agreed (45%) that brand awareness is the most important element of demand in the industry, followed by revenue and share of voice (both 23%). Leads made up just 9% according to these industry experts.

The panellists recommended attracting the 95% of people who don't know they need a product or service, rather than just focusing on the 5% who already know. They also stressed the importance of creating buzz and hiring people to manage events, social media, and PR, to make sure people know about a brand and get excited about working with them.

Panel 3: Innovative Content Marketing Strategies to Boost Your Omnichannel Experience and Save Marketing From the Dark Side

The panel emphasised that content creation should not be done for the sake of it, but with clear KPIs on how it should perform. They recommended being innovative with content while paying attention to consistency and repetition to alert search engines that a website is an expert in certain subjects. The panellists acknowledged that not all content pieces should be evaluated with the same expectations since some are not just about reader views but also search engine views.

Surprisingly, we asked if they thought large language models like ChatGPT would be the death of SEO, most panelists said no at almost 82%, while 18% were less confident.

Panel 4: How to Successfully Unify Your Account-Based Marketing (ABM) and Demand Strategies to Drive Business Growth and Customer Retention

The panellists stressed that organisations should focus on the right tools for ABM, and that technology might not be necessary for targeted one-to-one ABM. They recommended mapping out what businesses are doing and why, and how scalable their strategies are, without relying on too many tools.

When asked if organisations had account plans for their existing customers, almost 68% said yes while 32% said no. According to the group, 58% are performing ABM campaigns currently and 57% have been given a target account list for this year.

Panel 5: Digital Transformation – Break MarTech Silos Down and Create a Common Data Foundation to Drive Automation and Operational Efficiency

When asked about the biggest challenge faced when it comes to Martech in their organisation, the majority (52%) of panelists said it was a lack of skills or talent to utilise Martech effectively. Twenty-eight percent said that their teams were not effectively aligned and a further 21% said it was poor data quality or disjointed data.

The panellists agreed that digital transformation is about alignment and removing silos, and it involves embracing new technologies while being realistic about what is needed for operational efficiency, rather than distractions. They acknowledged the brilliance of MarTech but emphasised the need for creativity and human engineering to stand out from the crowd.

Panel 6: Winning B2B Data-Driven Marketing Strategy is the Next New Normal

The panellists discussed the importance of data in marketing and how it is all about trying to answer questions. That said, when asked about the challenges they are facing with data, 37% said it was lack of skills within their teams, while 32% said they didn't have the right data and 12% said they didn't have enough data. Additionally, 11% said they were unable to understand or analyse the data available to them.

That said, they emphasised the need to get insights and communicate why other departments should care about the data and recommended working out what data is needed to answer those questions. They concluded that marketing data is about insights and operational efficiency.

Panel 7: How Can Brands Partner with B2B Influencers, Subject Matter Experts to Drive Client Trust, Demand and Track the Real Impact of Social Media

The panel recommended that companies partner with influencers or engagement officers, as well as passionate people who put pen to paper. They acknowledged that influencer marketing is a powerful tool for driving client trust and demand, but emphasised the importance of tracking and measuring the real impact of social media. According to the panelists, over 52% are not yet involved with influencer marketing, with 28% currently having an influencer marketing strategy. That said, over 65% agreed that they are considering growing their investment into influencer marketing in the future.

One key recommendation was to focus on long-term partnerships with influencers and subject matter experts who have a genuine interest in the brand and its values. These

partnerships should be built on mutual trust and respect, with both parties working together to create content that resonates with the target audience.

To track the impact of these partnerships, the panel recommended using a combination of qualitative and quantitative measures, such as engagement rates, sentiment analysis, and customer feedback. They also emphasized the importance of setting clear objectives and KPIs from the outset, and regularly reviewing and refining these to ensure they align with business goals.

Wrapping Up

In conclusion, key takeaways from the conference emphasised the importance of using technology as an enabler, rather than relying on it for its own sake. It was also noted that effective marketing requires a balance of creativity and human engineering, as well as the ability to create content with purpose and track its impact. Additionally, speakers stressed the importance of aligning marketing strategies with business goals, and the need for collaboration and community mindset to achieve success.

Overall, the Fintech B2B Marketing Conference provided attendees valuable insights, strategies, and networking opportunities to stay ahead in the ever-evolving fintech industry. As the industry continues to grow, it will be important for marketers to stay up to date on the latest trends and strategies to drive business growth and customer retention.

We have plenty of events coming up over the next few months. Don't miss out and register today. Below are the links to our upcoming events:

1. 13 September 2023 - [Register for Virtual Global Day](#)
2. 17 October 2023 - [Reserve your table for Awards Night Gala](#)
3. 5 December 2023 - [Register for CMO Roundtable and Holiday Drinks Party](#)