

## MARKETING ROUNDTABLE SUMMARY NOTES - 14 JUNE 2023

Our CMO Roundtable took place this month, bringing together senior B2B marketing leaders and influencers from the financial services and technology sectors. We discussed their key learnings and they shared some invaluable insights to improve and rethink client needs, deepen relationships, cultivate innovation and develop a more fully realised customer engagement journey.

We interacted with B2B marketing peers in both financial services and Fintech to learn about their challenges and how they were realigning their marketing plans, strategies and teams. Here we share some of the interesting tidbits shared during these lively and incredible insightful discussions:

### **Public Relations:**

According to attendees, the PR industry has seen some serious budget cuts in the past few years. Due to this, professionals in the industry have had to put in extra effort with research and results to prove their client's credibility and improve their brand image.

### **Search Engine Optimisation (SEO):**

SEO continues to be an important step in the digital marketing process, and continuously proves to yield excellent results, especially for driving traffic to websites. As such, marketers encourage businesses to ensure their websites are properly optimised to enjoy more traffic and conversions.

### **Interactive Content:**

Interactive content continues to grow in popularity; however, the experts say that it is important to know your audience to ensure content success. Visual content like infographics is becoming more widely used and proves readers prefer bite-sized, easily digestible, interactive content over long-form copy.

We also touched on the importance of video content and how marketers should re-use, recycle and repurpose content to get the best value out of each piece of content. Also, it is recommended to pick the right content to focus on to ensure audience engagement and interest.

**AI:**

AI has been the talk of the town and one of the biggest news stories of 2024. Our attendees agree with the benefits of AI and automation; however, encourage businesses and professionals to be careful about how they word things when engaging with prompts. Ensure that you are in control at all times. That said, attendees agreed that AI tools like ChatGPT has certainly made their jobs easier, giving them more time to focus on more complex tasks. They encourage business professionals to truly embrace this new age of AI and automation.

**Networking:**

Despite our digital transformation and remote working becoming more prevalent, it is still encouraged for professionals to get out there and network. Covid has certainly altered our perception of work and play, but it is important to continue to stay connected to industry professionals, mentors and peers in-person from time to time. Don't underestimate the importance of face-to-face communication and connection.

**Marketing & Sales:**

There has been immense pressure on marketing and sales teams. Due to budget cuts, marketing and sales have had to step up their game with limited budgets to back them up. This has resulted in pressure on the marketing versus sales funnel. Marketers are advised to try to avoid short-term benefits and instead focus on long-term results.

**Email Marketing:**

While email marketing continues to perform exceptionally for leads and conversions, it is advised that you start getting more creative. Find ways to really draw attention, starting with your subjects and heading. Use emojis and creative writing to really capture your audience's attention.

**Events & Webinars:**

The buzz around events seems to have picked up again. That said, there is still come post-Covid fatigue that marketers are having to consider. Ensure that any in-person events are valuable and focus on creative and interesting topics for webinars.

Overall, we gained valuable insights into some of the challenges faced by marketers and the solutions they have incorporated to ensure future business success. Be sure to be part of our next event, which we will share online shortly!

## WHAT'S NEXT?

Join us for the upcoming at FinTech B2B Marketing Community:

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](#)