

Marketing & Business Leadership Roundtable

Quarterly Discussion

5 December 2023

On December 5, 2023, we orchestrated a highly anticipated in-person roundtable in the vibrant city of London—a gathering that proved to be nothing short of extraordinary! This exclusive event drew in a dynamic group of seasoned B2B marketing leaders, influencers and community members entrenched in the realms of financial services and technology. Their mission? A collective exploration of the uncharted territories of 2024 Trends and the imminent landscape of predictions. The overarching goal was to create a dynamic forum where industry stalwarts could glean insights, collaborate on emerging trends, and fortify their strategic arsenals for the impending challenges of 2024.

Our roundtables serve as conduits for knowledge exchange, offering a unique platform for B2B marketing luminaries in both financial services and Fintech arenas to elevate their understanding and skills. In this latest instalment, we delved into the multifaceted realm of 2024 trends, dissecting their relevance and crafting actionable strategies to navigate the ever-evolving landscape amidst current market turbulence.

Let's take a brisk stroll through the highlights of this remarkable roundtable and unearth the invaluable insights that permeated the discussions among our distinguished attendees.

What trends and predictions came out of our round table discussions? Here is a quick high level overview of what we discussed.

Navigating 2024 Trends and Predictions:

AI enablement, automation, and operational efficiency.

AI enablement, automation, and operational efficiency were resounding choices among senior industry leaders in the FinTech space, given the prevailing budget constraints. With financial reins tightened, marketers are banking on the utilisation of ChatGPT and AI tools to streamline their workflows and alleviate the strain on their marketing budgets. While acknowledging the pivotal role of technology in the upcoming year, they remain attuned to

the human touch and the importance of empathetic marketing in content creation and distribution to align with B2B buyer behaviour.

Localised content and hyper-personalization.

In the face of budgetary pressures and revenue targets, a return to fundamentals is advocated for localised content and hyper-personalization. This juncture calls for a strategic reassessment of content messaging and positioning, promoting simplicity, clarity, and localization. The recommendation is to focus on a maximum of three evergreen campaigns annually, optimising and activating content through multiple touchpoints.

An insightful observation from one of the tables highlighted the tendency of marketers to overlook the vital 20%. The sentiment expressed was that too much time is spent in the 80%—the routine and mundane—while the most innovative and creative ideas emerge from the often-neglected 20%.

Crucially, data-driven decision-making emerges as a linchpin for driving hyper-personalization, identified as a key differentiator. Personalised networking is extolled for delivering more value than automated campaigns.

Continuous brand building.

The drumbeat of continuous brand building reverberates, underlining the imperative for businesses to earn buyer trust for a competitive edge. This entails prioritising investments in brand building, encompassing employer brands and recognizing the impact of environmental, social, and governance (ESG) factors, customer experience (CX), and product marketing.

Short-form content to cut through the noise.

Embracing the ethos of "less is more" in 2024, the trend leans towards short-form content. Acknowledging diminished attention spans, patience, and focus, the emphasis shifts to digital marketing formats such as mobile content, captioned videos, and podcasts—providing easily digestible content for on-the-go consumption.

GDPR compliance and new talent demands.

Contemplating the landscape of data protection, privacy, and GDPR compliance in the coming year, especially amidst the advance of AI technology and ChatGPT, raises pertinent questions. Anticipating more stringent regulations surrounding the use of these AI

technologies, marketers may encounter challenges in hyper-personalising offerings. Responding to cost pressures and a heightened focus on ROI, a surge in fractional marketing and outsourcing of marketing services is foreseen, catalysing the emergence of the Chief Marketing Technologist role.

What's next?

SAVE THE DATE - Our next *roundtable* meet-up is scheduled for 21st *February in London*, at yet another amazing venue with views that stretch on forever... Registrations will be opening soon, so make sure to keep an eye on our socials for updates.

THEN...

Returning for its third year, the ***FinTech B2B Marketing Conference*** is widely regarded as the world's FIRST one-day FinTech B2B Marketing event. This in-person marketing conference will take place on ***Tuesday, 23 April 2024, in London, UK***. Join us at this Fintech B2B Marketing Conference, bringing together senior Financial Services and Technology marketers.

Register now for one of the key highlights in 2024 for the community >>
<https://bit.ly/46LQaay>

Festive Season Greetings to all our members!