

CMO Roundtable Summary Notes

26 January 2023 | New York

Our CMO Roundtable event was so popular that we brought it back due to popular demand. Took place on 26 January 2023, this was our first major event of 2023 and an excellent way to kick off the new year by connecting with our members and industry peers.

The theme of the roundtable was a focus on our new normal – a hybrid world where we have shifted from full-time, office-based working environments and cultures to splitting our time and resources across working from the office and home. While many companies opted to return to the office full-time, others businesses understand that adapting to the times is crucial to stay ahead of the curve, and the competition.

As such, we found that the time is ripe for marketers to explore the new frontiers of B2B marketing. Our roundtable discussions brought about some interesting and thought-provoking insights from industry peers in the Financial Services, Technology and Fintech sectors. We also looked at best practices, case studies and real-life examples of driving customer acquisition and retention in this brave new and exciting world.

Some of the discussion points included key learning from 2022 and strategies for the new year, how marketers are looking at growing businesses, the challenges we're all facing and plans to make content more dynamic, interactive and customer-centric. We also looked at the top three areas to look at to beef up investments for the next year.

Because our roundtables are peer-led discussions between professionals and senior marketers from various industries around the world, we managed to get some well-rounded, valuable insights on the future of Fintech and B2B marketing and what's shaping and informing our community.

We split attendees into different groups for a vibrant and engaging discussion on some key points affecting Fintech and B2B marketing in 2023.

Check out some of the key themes that were highlighted in our discussions below:

Giving CMOs a seat at the table

Some of the discussions were around how a CMO should act as a shadow to the CEO and the importance of having a seat at the CEO's table. We also talked about the appropriate KPIs needed to re-engage with customers post-pandemic and what social media campaigns and creative concepts are the most appropriate to reach new audiences and engage with existing customers. There were also points made about how marketing will lead the Metaverse and how affiliate and influencer marketing proves that you can get valuable marketing without spending money. We also discussed the importance of prioritising in-person events and boosting its budget as this proved highly valuable. Finally, there was an emphasis on more data-driven marketing on how they think this will impact marketing and demonstrate ROI to the board in 2023 and beyond.

Higher budgets, higher rewards

There was a lot of positive feeling about in-person events across the board and how it's working a lot better recently due to higher budgets. Among the discussion, points were putting the budget towards analyst relations and highlighting the importance of email marketing and digital advertising, which are both still working well despite an ever-changing climate. This is particularly true in Asian regions when trying to convert leads. We also spoke about MarTech solutions in companies and how to find the right one for your business. Data was also a hot topic, with group members agreeing on the importance of intentional data and how to use it in campaigns to get the most value. Finally, everyone could agree that customer retention remains a major priority.

Aligning Martech with sales

Finally, there were some discussions about awareness and our approach to PR, communication and thought leadership. Other topics of conversation included adding more tools to your marketing arsenal and realising the value of paid tools in your marketing processes. There was also talk about breaking departmental silos and aligning Martech with sales. It's important to realise that marketing and sales should work closely together to achieve common goals – generating leads and driving customer acquisition.

Few takeaways to think about for this year:

- Trust is the new currency in the business to business marketing
- Marketers need to learn to speak the language of the CEO
- Finally, we are in the People to People marketing rather than the Business to Business Marketing

What's next?

Check out the upcoming events calendar for 2023 [here](#).

If you're interested in promoting an event or getting involved with an event, please reach us at Mounikadasetty@fintechb2bmarketing.com.