

## Marketing & Business Leadership Roundtable Quarterly Discussion 11 July 2024

On July 11, 2024, we hosted a highly anticipated in-person roundtable in the bustling city of London—a gathering that was truly exceptional! This exclusive event brought together a vibrant mix of seasoned B2B marketing leaders, influencers, and community members deeply engaged in the financial services and technology sectors. Their mission? To collectively explore the emerging trends and predictions for 2024. The primary aim was to create a lively forum where industry experts could share insights, collaborate on emerging trends, and strengthen their strategic approaches for the challenges of the coming year.

Our roundtables are designed as platforms for knowledge exchange, providing a unique opportunity for B2B marketing experts in financial services and Fintech to enhance their understanding and skills. In this latest session, we explored the complex landscape of 2024 trends, analysing their significance and developing actionable strategies to navigate the ever-changing market conditions.

Let's take a quick look at the highlights of this outstanding roundtable and uncover the valuable insights shared by our esteemed attendees.

What trends and predictions emerged from our roundtable discussions? Here is a concise overview of what we covered.

### 2024 Strategic Trends & Learnings

In 2024, agility and establishing a strong brand presence is paramount. Marketers must test, push boundaries, and be bold, as playing it safe may yield short-term results but won't make a lasting impact.

- Patience is essential, as outcomes often take time to materialise, therefore making measuring the impact of demand generation campaigns, market understanding and brand perceptions important to understand one's success.
- Leveraging the knowledge of others can accelerate growth and innovation.
- Building trust, creating memorable experiences, and fostering strong relationships are critical for long-term success.

By embracing these learnings, marketers can navigate the ever-evolving landscape of demand generation in the FinTech industry effectively.

Utilising impactful visuals and disruptive creatives can leave a lasting impression, while personalised and intent-driven data ensures precise targeting. Strategies like nudger and nurture campaigns aim to warm leads effectively, focusing on the "near bound" of the middle funnel to nurture existing interest rather than solely acquiring new prospects.

Content strategy plays a crucial role, emphasising materials that resonate with industry experts and align with business objectives. Thought leadership, supported by compelling case studies and the strategic repurposing of content through AI-driven methods, maximises outreach while optimising resources.

Amidst the challenge of achieving more with fewer resources, strategies like sponsoring reports and customising customer profiles reinforce authenticity. Building trust hinges on empathising with consumer needs and addressing their pain points directly.

Balancing brand-building efforts with lead generation, and adopting a holistic view of marketing as an ecosystem rather than a linear funnel, supports sustainable growth and long-term commitment to customer engagement strategies.

## **Demand Generation and Marketing Technology: Innovation & Challenges**

### **The Decline of Email Marketing**

"Email is dead for us," echoed throughout the room, reflecting a shared struggle. Spam filters and cybersecurity concerns have made email less effective, pushing marketers towards more engaging channels.

### **The Rise of LinkedIn, YouTube and Vimeo**

LinkedIn stands out as a vital tool for demand generation, particularly for building organic followings and thought leadership. While not a direct lead generator, it helps maintain brand visibility and credibility. Some companies also use paid campaigns to extend their reach.

Likewise, video platforms such as YouTube and Vimeo help create stronger brand presence and make interactions more livelier.

### **SEO and Content Strategy**

SEO has become crucial for keeping content relevant and discoverable. Traditional personas are becoming outdated, leading to a shift towards goal-driven content adaptable to various segments.

### **Events and Direct Mail**

Despite the digital shift, events and direct mail are resurging. Hybrid events and smaller gatherings are favoured to reduce the carbon footprint and fit budget constraints. Personalised direct mail, like custom notebooks with recorded introductions, proves effective in capturing attention.

### **Budget Constraints and Innovation**

With tighter budgets, creativity is key. Personalised content such as podcasts and short videos, which cater to different learning preferences, are gaining popularity. Reusing content from webinars and events maximises marketing spend.

### **Embracing Human Interest and Trends**

Marketers are leveraging trends like Environmental, Social, and Governance (ESG) initiatives and human interest stories to resonate with audiences. Influencers and creators are becoming central to demand generation strategies, offering new ways to connect with clients.

### **The Power of Experiences**

Events remain crucial, but there's a shift towards smaller, exclusive gatherings with quality speakers, unique venues, and memorable giveaways. Well-planned events foster word-of-mouth marketing and provide attendees with "bragging rights."

The Demand Generation RoundTable showcased the evolving landscape of demand generation in FinTech. While traditional methods like email are declining, innovative approaches focusing on value

and memorable experiences are leading the way. Utilising LinkedIn, optimising SEO, and embracing hybrid events and personalised content enable marketers to navigate challenges and seize opportunities in this dynamic field.

## Top 5 AI Technology Insights

### AI Solutions for Business Intelligence

Agencies are implementing AI across text, video, pictures, and business intelligence functions. Solutions like Team GPT integrate brand assets, and activities, and product USPs to devise digital plans, content strategies, and marketing approaches.

### Microsoft 365's Copilot Integration

Microsoft 365's Copilot enhances productivity across Word, PowerPoint, Excel, Teams, and Power BI with AI-driven insights and automation, revolutionising collaboration and user support.

### Automation of Workflows

AI-driven automation includes event template generation and LinkedIn post creation based on internal rules and best practices, ensuring efficiency and brand consistency.

### Emphasis on Regulatory Compliance

The roundtable stressed the importance of early legal involvement in market document creation and robust controls over AI tools to ensure regulatory compliance and privacy protection.

### Successful AI Implementation Factors

Executive buy-in, a culture of experimentation at the user level, and ongoing employee certifications were highlighted as crucial for successful AI adoption and compliance with evolving standards.

### What's next?

**SAVE THE DATE** - Our next *roundtable* meet-up is scheduled for 13th September *in Singapore*, 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 second year, the **FinTech B2B Marketing Global Awards** is widely regarded as the world's FIRST one-day FinTech B2B Marketing event. This Awards Ceremony will take place on **Tuesday, 22 October 2024, in London, UK**. Join us at this Fintech B2B Marketing Awards Ceremony, bringing together senior Financial Services and Technology marketers.

**Book Your Tickets for the 2024 FinTech B2B Marketing Global Awards >>**

<https://fintechb2bmarketingawards.com/book-now/>

*Looking forward to seeing you at the next event!*