

Quarterly Roundtable Discussion (Members only) 1 December 2022

On December 1, 2022 we hosted our highly anticipated in-person roundtable in London, and what an occasion it was! The event saw a host of senior B2B marketing leaders and influencers working in the financial services and technology sectors come together to share their knowledge and discuss the year's key learnings and insights. The objective? To find ways to improve and rethink the understanding of clients needs in 2023 and beyond, deepen relationships, cultivate innovation, and develop a more fully realised, digitally enabled customer engagement journey.

Our roundtables are opportunities to learn and grow from fellow B2B marketing peers in both financial services and Fintech spaces. This time around, we look at various interesting and thought-provoking topics that have and will affect industry professionals, including challenges for the year, and realigning marketing plans, strategies and teams in preparation for 2023.

Below is a quick overview on the roundtable and the key insights that we brought up among attendees.

Marketing strategy focus for 2023 for key learnings from 2022 to drive business growth:

One of the challenges among marketers in 2022 was the unpredictability of the industry. As such, marketers have become complacent, which attendees noted should not be the case. Additionally, marketers feel that there is too much content available, making it extremely difficult to cut through the noise. The challenge remains - how can smaller firms with less budget keep up the pace?

The point of trust being the new currency was raised, with the question on everyone's minds - are we banking on it enough? Marketers also noted that MarTech silos still exist in 2022, which slows down operational efficiency.

Driving successful events marketing:

Events continued to be a sore point for marketers in 2022, with registrations lower than expected, the cost of sponsorship still high and the pressure to show ROI still on. There's a clear wave of fatigue of online events, yet low event registration and attendee turnout at offline events. Award application registrations have gone down, with marketers applying for less but more credible awards. As such, marketers plan to scale back in 2023 with less sponsorships and a focus on smaller, more intimate events.

A Fresh Take on Content Marketing:

In the content marketing space, case studies remain one of the most valuable pieces of content, although marketers are finding it more difficult to create as they need to include bespoke research and ROI metrics, which many industries do not have access to. There is a strong need for businesses to develop their own research and data-driven insights for greater PR opportunities and credibility.

Additionally, there is a move towards a more personalised content experience, with memes on LinkedIn being a key example. There is also a need for more interesting B2B content to help companies stand out from the crowd and create valuable content that attracts, informs and educates.

Finally, email marketing is becoming more challenging with firewalls and cybersecurity measures in place. With email marketing still one of the most effective and widely-used marketing efforts, this certainly throws a spanner in the works for many industry professionals.

2023 and beyond:

According to attendees, marketers need to learn to speak the language of the CEO to get a seat on the board. That means collaborating with other departments and building strong bonds with our friends in sales and product tea.

There is a need for partnerships with trusted communities while focussing on small to medium events can drive more SQLs. As the recession hits, businesses will also focus less on lead gen and more on customer retention and up/cross selling.

There has also been a shift towards profitability and away from growth. As such, marketers need to be hyper focussed on metrics and more analytical about marketing tactics. MarTech will continue to get priority and budget in 2023 with the aim to drive automation and personalisation.

The budget cuts were seen across the board with the members and the range of marketing budget spend was seen between the range of 0.5% to 10% depending on the size and scale of the organisation. However, the spend on technology is going to stay with the strong focus on digitalisation.

What's next?

Our next destination is **New York on 26 January 2023**, where we will be hosting our CMO roundtable and continue the conversation and learning from UK/Europe to the other side of the pond.

RSVP here to join us for the event >> <https://bit.ly/3utN22o>

We will be back with our next quarterly meeting in New Year in London. Stay tuned for more details.