

## FINTECH MARKETING COMMUNITY ROUNDTABLE SUMMARY NOTES

**Date:** 02 July 2025

**Location:** London

We brought together senior business, product, and marketing leaders from across the industry for an in-depth roundtable focused on the future of growth in FinTech. The discussion centred on how modern marketers are shifting from traditional lead generation tactics to trust-led, data-driven, and AI-powered orchestration models.

This summary captures the key takeaways for members who attended — and for those who could not join us.

### 1. The Evolution of ABM: From Strategy to Orchestration

#### Key themes:

- ABM is moving beyond a standalone strategy into a fully orchestrated, cross-channel motion aligned to revenue teams.
- Leaders emphasised the importance of trust-building content, not just product messaging, to influence decision-makers at the right time.
- A structured nudge-nurture framework is delivering results — especially on platforms like LinkedIn, where thoughtful storytelling can convert at scale.
- The shift is from “running campaigns” to building relationships, with measurement frameworks that resonate with commercial leaders and CFOs.

### 2. Data-Driven Marketing & Predictive Analytics

#### Key themes:

- Predictive data signals are becoming essential for identifying intent, timing, and buying readiness.
- Delegates discussed how to use first-party and behavioural data to prioritise accounts more intelligently.
- Measurement frameworks are evolving: teams want insights that drive decisions, not vanity metrics.
- “Match content to the funnel stage” was a recurring message — data should guide what to produce and when to deploy it.

### 3. AI & Automation in B2B Marketing

#### Key themes:

- AI is accelerating content creation, ideation, and personalisation, helping teams produce more trust-first content faster.
- Automation is enabling scalable ABM orchestration — from sequencing nudges to streamlining campaign workflows.
- Attendees explored the balance between human storytelling and AI-enabled efficiency, agreeing that AI amplifies experts, not replaces them.
- AI-generated templates, prompts, and frameworks are helping teams work smarter while maintaining brand quality and compliance.

#### Speaker Insight Highlights

##### (Based on the presentation shared at the session)

- Trust is now the strongest growth engine in FinTech:
- 90% of B2B buyers say thought leadership influences their decisions.
- Using content people want — not just what marketing wants to push — drives stronger performance.
- A recent 9-week trust-led campaign showed:
  - 30 qualified decision-maker leads
  - High engagement
  - Strong MQL handover to sales
- Members were also offered access to ready-to-use frameworks, templates, and AI prompts to operationalise these ideas quickly.

#### Next Steps for Members

- Apply the trust-first frameworks in your own ABM and demand programmes.
- Use data and predictive insights to sharpen targeting and improve timing.
- Experiment with AI to accelerate content and campaign orchestration.
- Connect with the community team if you'd like a deeper dive or a follow-up discussion.

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