

## FINTECH MARKETING COMMUNITY ROUNDTABLE SUMMARY NOTES

**Date:** 26 February 2025

**Location:** London

We were delighted to bring together senior leaders from across the FinTech ecosystem for an in-depth roundtable discussion focused on the biggest opportunities and challenges shaping marketing in 2025. The session created a valuable space for open dialogue, practical insights, and peer learning across product, marketing, and growth leadership.

Below is a consolidated summary of the key themes and takeaways from the discussion.

### 1. GTM & Principles for Successfully Launching New Products

- **Market Validation First**  
Leaders emphasised the importance of validating demand early—through customer interviews, pilot testing, and clear problem-solution fit—before investing heavily in a full-scale launch.
- **Clear Positioning & Messaging**  
A strong GTM rests on articulating a crisp value proposition, backed with messaging frameworks aligned across sales, product, and marketing teams.
- **Cross-functional Alignment**  
Successful launches require unified internal teams. Attendees highlighted the need for shared KPIs, transparent communication, and collaborative planning across product, sales, marketing, and customer success.
- **Phased Launch Approach**  
Testing in smaller segments or regions, collecting feedback fast, and adjusting based on early performance were highlighted as best practices.

### 2. Digital Marketing Trends for 2025 & How to Stay Current

- **Shift Toward Humanised Digital Content**  
Brands are moving away from overly polished content and leaning into authenticity, expert-led storytelling, and value-driven micro-content.
- **Measurement & Attribution Evolving**  
With third-party cookies disappearing, first-party data, content scoring, and multi-touch attribution are becoming essential tools for 2025.

- **Short-form Video Dominance**

Participants agreed that short vertical video continues to be the most influential content format, especially for brand reach and thought leadership.

- **SEO + AI Integration**

Marketers discussed how AI tools are transforming content workflows and enabling faster research, optimisation, and content repurposing.

### 3. New Use Cases of Automation & Artificial Intelligence

- **Enhanced Personalisation at Scale**

AI-driven segmentation, hyper-personalised content, intent scoring, and dynamic customer journeys are now core components of high-performing marketing engines.

- **Operational Efficiency**

Automation is being used to reduce repetitive manual tasks across CRM updates, lead scoring, reporting, and campaign execution—freeing teams to focus on strategy.

- **Predictive Analytics**

Teams are increasingly adopting predictive models for churn identification, upsell opportunities, and pipeline forecasting.

- **Creative Assistance**

Generative AI is being used across copywriting, content repurposing, design automation, and social content creation—speeding up production cycles without compromising creativity.

### 4. Trends in Social Marketing & Influencer Partnerships

- **Rise of Micro-Influencers & Niche Experts**

For B2B and FinTech, micro-influencers with domain expertise are proving far more effective than large generic influencers.

- **Channel Shifts**

LinkedIn remains the strongest platform for thought leadership, while YouTube and TikTok are gaining traction for educational and explainer content. Podcast partnerships are growing as an authority-building channel.

- **Influencer Recruitment**

Attendees highlighted success in reaching out directly to industry creators, partnering with FinTech analysts, and using ambassador programmes for long-term collaboration.

- **Authenticity Over Promotion**

Influencer content works best when creators share genuine insights or product walkthroughs—rather than scripted promotional messaging.

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### Closing Note

The roundtable provided an invaluable opportunity to share real-world experiences and practical strategies. As the industry continues evolving rapidly, collaboration and continuous learning remain essential. Thank you to everyone who participated and contributed their perspectives.

Please feel free to reach out if you would like to dive deeper into any of the topics covered.

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