



**FINTECH**  
CONTENT

THE 2024

# CONTENT MARKETING

GUIDE FOR FINTECHS

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BY FINTECH  
CONTENT

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# 2024 FINTECH MARKETING TRENDS

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## 2023 HAS FLOWN BY, AND THE NEW YEAR WILL BE HERE IN NO TIME! ARE YOU READY TO LEVEL UP YOUR FINTECH MARKETING STRATEGY? IF SO, WE'VE GOT THE GUIDE FOR YOU!

In this ultimate content marketing guide for fintechs, you'll discover the top trends for 2024, fintech marketing tips to help you achieve your goals, and common mistakes and tips on how to avoid them.

Let's start with some trends that every fintech marketer ought to be aware of as we move into the new year. Here are five trends that you will see frequently in 2024 and beyond:

### **Artificial Intelligence**

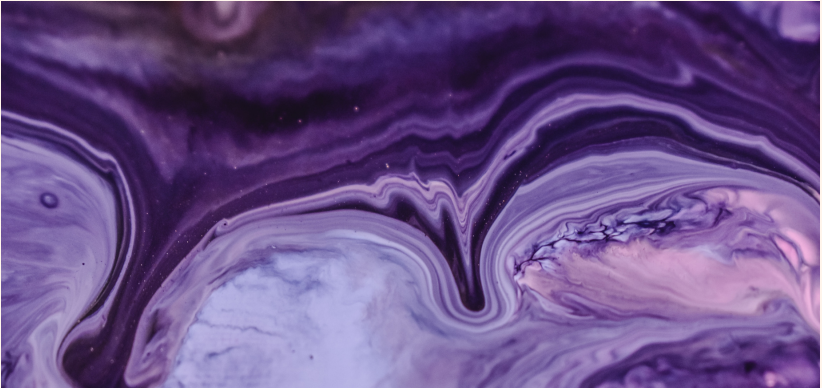
Many fintech brands are either already using or looking for ways to use artificial intelligence in their offerings.

Now, AI-powered tools aren't great at writing content (it's pretty easy to tell when something was "written" by a robot). However, using them for brainstorming, outlining, keyword research, and other time-consuming aspects of the content creation process can be a great way to supercharge your content strategy execution in 2024.



## Voice Search

If you've ever used the voice search feature on your mobile device, you're not alone. Twenty-seven percent of people use this feature regularly, and 58.6 percent have used voice search at some point.



In 2024, content marketers will focus more heavily on creating content with voice search in mind. For example, they will create blog posts that are likely to show up in response to specific questions asked using voice search tools.

## Personalization

Personalization will also be a top priority among brands, including fintech brands, in 2024. If you can personalize content to different segments of your audience, you'll have an easier time building strong relationships and encouraging them to continue engaging with your blogs, videos, etc.

## Sustainability

In 2024, you'll see an uptick in the number of brands emphasizing the ways that their business strives to support the environment. They might talk about specific changes they've made to their products to make them more eco-friendly, or they could highlight organizations they support that, in turn, support the planet.

# 2024 FINTECH CONTENT MARKETING TIPS

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## LET'S TALK ABOUT HOW YOU CAN INCORPORATE THESE TRENDS AND OTHER FINTECH CONTENT MARKETING BEST PRACTICES INTO YOUR COMPANY'S STRATEGY.

### **Tip #1: Emphasize Education**

Content has been king for a while now, and it's not abdicating the throne in 2024. If anything, the need for high-quality educational content will increase.

Consumers are savvier than ever, and they know when an organization is trying to sell them something. If your first priority in putting out content is to sell, people will see right through you and be less likely to engage (and definitely less likely to invest in your products or services).

Focus on creating educational content for your target customers. Help them understand the difference between different types of payments solutions, share advice on implementing new regulations, etc.

You can still subtly plug your products or services, of course, but that shouldn't be the primary goal.

When you prioritize providing value, you start building relationships with your audience, and those relationships can later turn into conversions.

### **Tip #2: Highlight Causes You Support**

As we mentioned above, people want to support companies that stand for something and care about the planet, social matters, and other important causes. That's why, in 2024, you should make it clear that you support organizations that are on missions to make the world a better place.

When you're creating marketing content and campaigns for the new year, look for ways to incorporate charities or nonprofits that you support. For example, perhaps you can run a joint social media campaign and donate proceeds from ad revenue to a specific cause.

People value transparency and want to know that you will do what you say you're going to do. If you can build trust in this way, you'll have an easier time building trust with other aspects of your content marketing strategy.

**Tip #3: Focus on Existing Customers**

It's easy to get so wrapped up in attracting new customers with your content that you forget about the existing ones. In 2024, it's imperative that you focus your efforts on existing customers and don't let them get lost in the shuffle.

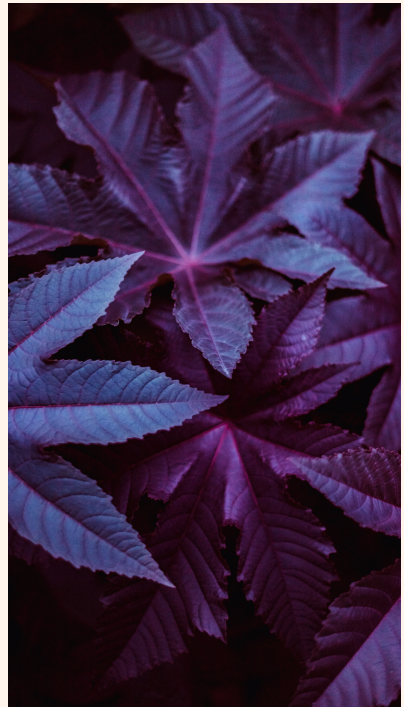
Many people may have downloaded your app or engaged with your business in some way, but they still might not be taking full advantage of everything you have to offer. Look for ways to educate and cater to these people and encourage more engagement in the future.

For example, consider releasing a series of articles or videos in which you introduce customers to different app features or demonstrate unique ways in which they can use them. You could also show how people can use your banking app to create a savings account for their next vacation.

**Tip #4: Explore the Unbanked and Underbanked Populations**

Over five million households nationwide are unbanked, meaning they have no bank account at all, and nearly 19 million are underbanked, meaning they are banked but have also relied on nonbank transactions and credit products (money orders, check cashing, etc.) in the last 12 months.

There's a lot of opportunity for you to reach members of these populations, especially if you offer a product or service that could help them (such as a mobile banking app or online investment tool).



### Tip #5: Prioritize Empathy

It's easy for fintech marketing content -- especially when you're focused on education and teaching people about complex concepts -- to become straightforward, dry, and, in some cases, downright cold.

Remember that you're writing or speaking to human beings when creating marketing content, be it blogs, videos, podcasts, etc. Be empathetic and put yourself in their shoes.



### Tip #6: Identify Your Unique Selling Point

Your company's Unique Selling Point or USP is the thing that makes your product or service better than what your competitors are offering.

When creating content, it's critical that you communicate your USP quickly and clearly -- otherwise, people will be unmotivated to continue engaging with your content, let alone investing in the products or services you sell.

A business's USP can be broken down into four primary categories:

- Price: Your product/service is sold at a competitive price
- Quality: Your product/service is of a higher quality than anything else on the market.
- Convenience: Your product/service is more convenient than anything offered by the competition.
- Differentiation: Your product/service is unlike anything else on the market.

How can you identify your USP?

Start by conducting market research and connecting with members of your audience. The more you know about the people investing in your products or services, the easier it is to create content that caters to them, specifically.

It also helps to analyze your competition and look for things you offer that they aren't. Once you've found those things, you can start looking for ways to highlight them in your marketing content.

### **Tip #7: Stop Sleeping on Social Media**

If your social media content creation strategy has been a bit touch-and-go over the last few years, it's time to step up your game. Social media is more prevalent than ever, and it's not going to go away anytime soon (and certainly not in 2024!).

Nearly five billion people worldwide use social media. How many of them could potentially benefit from your app, website, or any other product or service you offer?

Make 2024 the year that you start taking social media content marketing seriously. Here are some suggestions for how you can make that happen:

- Use influencer marketing to connect with people who share your same ideology (and whose audience will likely be interested in what you're offering).



- Run paid ad campaigns to increase your social media visibility and get more eyes on your content.
- Engage in social listening to learn more about your consumers, what they're looking for, and what they're talking about online.

- Conduct polls and surveys to learn more about your audience and their preferences.

You can also incorporate customer testimonials into your content as a form of social proof for your brand and your products or services.

# COMMON FINTECH MARKETING MISTAKES AND HOW TO AVOID THEM

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## IF YOU WANT TO MAKE 2024 THE YEAR THAT YOU REFINE AND MAXIMIZE YOUR CONTENT MARKETING STRATEGIES, YOU ALSO NEED TO KNOW WHAT NOT TO DO. HERE ARE A FEW COMMON FINTECH MARKETING MISTAKES TO AVOID (WITH TIPS ON HOW TO AVOID THEM):

### **Mistake #1: Not Taking Time to Build Trust**

At this point, we've talked at length about the importance of building trust with your audience. It's especially important to do this when you're selling a product that involves people's finances in some way.

If someone's going to trust you with their money, they need to really believe that your business is credible.

Your marketing content can be a powerful tool to help you build trust and connect with your audience on a deeper level. Put yourself in your audience's shoes, think about the issues that might be holding them back from trusting you, and then brainstorm ways to address those issues in your content.

### **Mistake #2: Not Doing Enough Market Research**

As a business owner in the fintech space, you know the power of data. Are you leveraging it to enhance your marketing strategy, though?

Many fintech businesses fail to conduct market research and learn about their target audience. They think that their product or service is for everyone and try to cater to as many people as possible rather than homing in on the specific segments that are most likely to buy what they're selling.

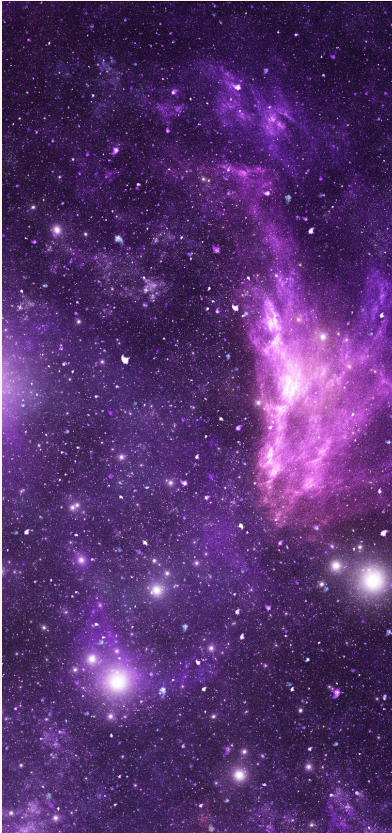
There are lots of ways that you can perform market research, too. For example, you can conduct interviews, organize focus groups, or research your competitors and get to know their target audiences.



### **Mistake #3: Overusing Jargon**

When you're creating marketing content, remember whom you're writing or speaking to.

In most cases, you're going to be writing to the general population rather than financial experts. Because you're not targeting financial experts, you must avoid using the kind of language you would use when speaking to that type of person.



It's easy to overuse jargon -- you might not even realize you're doing it because certain terms are so common to you. Put yourself in the shoes of your target audience, though, and ask yourself if they would know a particular word or understand a specific example. If the answer is "no," it's time to change it.

### **Mistake #4: Skipping the Call-to-Action**

Whether you're making a 15-second TikTok video or a 5,000-word blog post, you should always include a call-to-action at the end.

Let people know what you want them to do now that they've engaged with your content in some way.

Maybe you want them to download your app, check out another blog post, or schedule a free consultation. Whatever it is, make it very clear -- don't assume people will just know what to do.

Spell it out for them, and then make it easy for them to take that next step (for example, hyperlink the blog post you want them to read or include a link in your bio to set up a consultation).

## WRAPPING UP

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# CHOOSE FINTECH CONTENT TO KICK START YOUR 2024 CONTENT MARKETING STRATEGY

There you have it, your in-depth guide to successful fintech content marketing in 2024. Follow the tips and suggestions shared above as you begin planning for the new year, and you'll have no trouble achieving (or exceeding) your marketing goals.

Drop us an email at [hello@fintechcontentmarketing.com](mailto:hello@fintechcontentmarketing.com) to find out how we can help you create, deliver, and track a successful content marketing strategy in 2024 and beyond.

