



Digital Transformation and Innovation

Fintech Marketing

Course Introduction

Fintech marketing allows a company to promote financial technology products or services to existing and potential customers. This requires a deep and up-to-date knowledge of the fintech industry and its audiences. This training course is designed to provide participants the key and fundamental concepts of Fintech marketing. The course will cover topics such as modern marketing techniques, using social media in Fintech Marketing, B2B and B2C Fintech Marketing, and building a Digital Brand.

Target Audience

- Business and technology leaders
- Business Unit Managers
- Business Development Consultants
- General Managers / Regional Managers
- Senior and mid-level leaders
- individual leaders of all levels in the organization
- Art Director
- Marketing Consultants
- Marketing Development Manager

Learning Objectives

- Gain an understanding of the recent state and future of FinTech.

- Recognize the traditional marketing goals and strategies
- Learn the key differences between modern marketing techniques, such as growth hacking, and traditional methods
- Utilize social media in FinTech Marketing.
- Effectively integrate offline and online marketing mechanisms for the best output
- Understand the process of building a digital brand.
- Identify the metrics of measuring success of a marketing campaign
- Understand risks of marketing campaigns and how to learn from failures

Course Outline

- **Day 01**

- The State and Future of Fintech**

- Financial services marketing challenges
 - Building trust
 - Escaping commoditization
 - Maintaining brand consistency
 - Dealing with limited resources
 - **Traditional marketing goals and strategies**
 - **B2B and B2C Fintech Marketing**

- **Day 02**

- **The key differences between modern marketing techniques, such as growth hacking, and traditional methods**
 - **Digital Marketing Strategies**
 - Social Media engagement
 - Content marketing investment
 - Influencer partnerships
 - Paid media targeting
 - Mobile experience focus
 - User incentivization
 - **Using Social media in the Fintech Marketing Plan**
 - **Integrating offline and online marketing mechanisms for the best output**

- **Day 03**

- **Digital brand building process**

- **Metrics of measuring success of a marketing campaign**
- **Risks of marketing campaigns and how to learn from failures**

Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
Dec. 14, 2025	Dec. 18, 2025	5 days	4250.00 \$	Qatar - El Doha