



Consulting and Training | Reach New Heights

Course Name

Fintech Marketing

Sector Name

Digital Transformation and Innovation

Document Type

Generated by Boostlab

[Click Here To Visit Course](#)

ABU DHABI: +971 2 449 6000

ABU DHABI: +971 50 412 3294

DUBAI: +971 4 888 6787

KSA: +966 56 416 0617

EGYPT: +20 127 111 1770

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 with 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.

ABU DHABI: +971 2 449 6000
ABU DHABI: +971 50 412 3294
DUBAI: +971 4 888 6787
KSA: +966 56 416 0617
EGYPT: +20 127 111 1770

[Click Here To Visit Course](#)



Fintech Marketing

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

ABU DHABI: +971 2 449 6000
ABU DHABI: +971 50 412 3294
DUBAI: +971 4 888 6787
KSA: +966 56 416 0617
EGYPT: +20 127 111 1770

[Click Here To Visit Course](#)



Fintech Marketing

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

ABU DHABI: +971 2 449 6000
ABU DHABI: +971 50 412 3294
DUBAI: +971 4 888 6787
KSA: +966 56 416 0617
EGYPT: +20 127 111 1770

[Click Here To Visit Course](#)



Fintech Marketing

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**

ABU DHABI: +971 2 449 6000

ABU DHABI: +971 50 412 3294

DUBAI: +971 4 888 6787

KSA: +966 56 416 0617

EGYPT: +20 127 111 1770

[Click Here To visit Course](#)



Fintech Marketing

Course Outline

✓ 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

ABU DHABI: +971 2 449 6000
ABU DHABI: +971 50 412 3294
DUBAI: +971 4 888 6787
KSA: +966 56 416 0617
EGYPT: +20 127 111 1770

[Click Here To visit Course](#)



Fintech Marketing

Course Outline

✓ Day 03

Digital brand-building process

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

ABU DHABI: +971 2 449 6000
ABU DHABI: +971 50 412 3294
DUBAI: +971 4 888 6787
KSA: +966 56 416 0617
EGYPT: +20 127 111 1770

[Click Here To vist Course](#)



Fintech Marketing

Course Outline

✓ Day 04

Digital brand-building process

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

ABU DHABI: +971 2 449 6000
ABU DHABI: +971 50 412 3294
DUBAI: +971 4 888 6787
KSA: +966 56 416 0617
EGYPT: +20 127 111 1770

[Click Here To vist Course](#)



Fintech Marketing

Course Outline

✓ Day 05

Mobile experience focus

- ✓ User incentivization
- ✓ Using Social Media in the Fintech Marketing Plan
- ✓ Integrating offline and online marketing mechanisms for the best output

ABU DHABI: +971 2 449 6000
ABU DHABI: +971 50 412 3294
DUBAI: +971 4 888 6787
KSA: +966 56 416 0617
EGYPT: +20 127 111 1770

[Click Here To visit Course](#)



Fintech Marketing

Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
Jan. 17, 2027	Jan. 21, 2027	5 days	4250.00 \$	Qatar , Doha
July 26, 2027	July 30, 2027	5 days	4250.00 \$	UAE , Dubai
Oct. 19, 2026	Oct. 23, 2026	5 days	4250.00 \$	UAE , Dubai
April 12, 2027	April 16, 2027	5 days	4950.00 \$	France , Paris

ABU DHABI: +971 2 449 6000
ABU DHABI: +971 50 412 3294
DUBAI: +971 4 888 6787
KSA: +966 56 416 0617
EGYPT: +20 127 111 1770

[Click Here To vist Course](#)

info@boostuae.com info@boostorg.com

Generated by BoostLab •

