



# How AI is revolutionising fintech marketing.

Insights, challenges & tips for effectively using AI in your marketing.

## 1 INSIGHTS

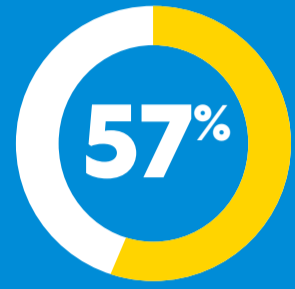
**An explosion of AI interest and a huge potential for marketing.**



users reached by ChatGPT in only 2 months vs. 9 months for TikTok <sup>1</sup>



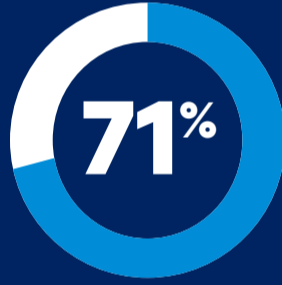
of marketers use AI tools for email marketing <sup>2</sup>



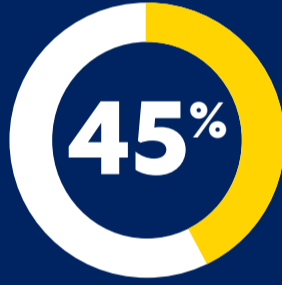
of marketers believe AI will create more marketing jobs than it eliminates <sup>3</sup>

## 2 CHALLENGES

**A lack of confidence, education & strategy holding back its potential.**



of marketers rate their confidence level of evaluating AI-powered technology as medium, low or none <sup>3</sup>



of marketers classify themselves as AI beginners <sup>3</sup>



say a lack of education and training is a top barrier to AI adoption <sup>3</sup>

## 3 TIPS

**3 ways to enhance your marketing effectiveness with AI.**



### Treat it like an instrument

Using AI effectively requires fine-tuning, patience and practice to truly master it. Create a checklist of specific details to cover in your requests and make note of the best results.



### Always refine, never rely

AI copywriting tools can provide a good foundation, but always craft and refine based on your own expertise and abilities.



### Work with a HubSpot partner

Work with a HubSpot Partner agency that has experience and direct access to cutting-edge AI tools for content creation and CRM management.

## Want to learn more?

We're a full-service marketing agency dedicated to fintech and payments.

**Get in touch**



1. <https://www.reuters.com/technology/chatgpt-sets-record-fastest-growing-user-base-analyst-note-2023-02-01/>

2. <https://www.capterra.com/resources/ai-marketing/>

3. <https://www.marketinginstitute.com/2022-state-of-marketing-ai-report>