

FINTECH PLAYBOOK

B2B Fintech Marketing: How to Sell Financial Infrastructure to Banks, NBFCs, and Enterprises

Key insights and actionable frameworks

INDUSTRY CONTEXT

Why Does B2B Fintech Require Its Own Marketing Playbook?

B2B fintech requires a separate playbook because it sits at the intersection of two demanding contexts: regulated financial services and complex enterprise sales. Each creates constraints that most B2B marketing frameworks don't account for. The regulated services constraint.

How Should B2B Fintech Companies Position Themselves

Positioning for B2B fintech must answer a question that most B2B companies avoid: "Why should a regulated financial institution trust us with their infrastructure?" Start with the category decision. Are you creating a new category or competing in an established one? New category creation (like embed

What Channels Work for B2B Fintech Demand Generation

Channel strategy for B2B fintech is smaller and more concentrated than for B2C. The total addressable audience is limited (there are only so many banks, NBFCs, and enterprises in India), which means broad-reach channels waste budget. Precision channels that reach the right stakeholders compound investment

What Content Strategy Works for B2B Fintech?

Content strategy for B2B fintech must satisfy four concurrent requirements: build search visibility, serve multi-stakeholder buying committees, establish technical authority, and comply with YMYL standards. Most B2B fintech content strategies fail because they prioritize one requirement and ignore t

How Does ABM Work for Enterprise Fintech Sales?

Account-Based Marketing for B2B fintech treats each target account as a market of one. Instead of casting a wide net and hoping the right fish bites, you identify the specific banks, NBFCs, and enterprises you want as clients and build targeted marketing programs for each. Account selection and tier

How Do You Build SEO and GEO for B2B Fintech Speci

B2B fintech SEO and GEO have unique characteristics that distinguish them from both consumer fintech SEO and standard B2B SEO. Keyword strategy is niche-deep, not broad. B2B fintech keywords have low search volume but extreme intent value.

How Do You Measure B2B Fintech Marketing Effective

Measurement for B2B fintech marketing must account for long sales cycles (6-18 months), multi-touch attribution across multiple stakeholders, and the reality that pipeline influence matters more than lead volume. The measurement framework: Revenue metrics come first. Closed-won revenue attributed to

What's the 90-Day Launch Plan for B2B Fintech Mark

A 90-day launch plan for B2B fintech marketing builds the foundation for long-term demand generation. The goal isn't to close deals in 90 days (B2B fintech sales cycles are longer than that). It's to establish the marketing infrastructure, content foundation, and initial pipeline development that wi

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