



The Finfluence

REPORT

Top trends influencing financial services marketing

Table of Contents

Foreword from LinkedIn3

Part one: **Executive Summary: The New Extra-Ordinary**4

Part two: **Meet the Finfluencers**6

Part three: **Finfluence Trends Discovered**7

 Trend 1: **Post-Purpose Brands**8

 Trend 2: **The Authenticity Equation**12

 Trend 3: **The Great Reshuffle**16

 Trend 4: **Reformation Generation**20

 Trend 5: **Community Connections**.....25

 Trend 6: **Betterverse Building**.....29

Part four: **Conclusion**33

The world of financial services is changing fast, again.

For marketing leaders the question is increasingly, '*what next?*'. With seats earned and won at the leadership table as the vanguards of change through the pandemic, the latest phase of the journey is ready to be chartered.

As we collectively renew and reinvent, it is clear the next phase of change is coming from new and different places. And while we can't predict the future, we can consider where the current prevailing trends may take us to inform our strategies and thinking.

We partnered with future trends forecasting house, The Future Laboratory, to do just that in The Finfluence Report. It sets out to understand the key trends that are influencing financial services marketing today that will shape our futures.

Through the report we hear from the individuals we termed Finfluencers - trends setters and spotters who are bringing new perspectives to our industry. Alongside these Finfluencers, we spoke with our financial services clients - marketing leaders around the world, whose job it is to think about the next, to understand the topics on their minds.

And we added to that the might of LinkedIn's insight and data, to show us how the trends are emerging on our platform and ultimately to identify how we can help.

Whether you are interested in how virtual reality will play out in the metaverse, how to create human connections in a digital world or how to find your brand identity in a post-purpose world, the report aims to combine insight with inspiration and action. I thank our many contributors, and look forward to continuing to build a world of Finfluence together.



Ioana Erhan,
Global Co-Head of Financial Services and
Director of Marketing Solutions at LinkedIn

Executive Summary:

The New Extra-Ordinary

The financial services (FinServ) industry sits on the precipice of significant transformation. Changing customer expectations, technological innovation, global disruption and new business models will propel a decade of change set to redefine the industry for good. For the marketers supporting banks, asset managers, payment companies and more, the opportunities are boundless as the realities of a newly emerging environment are realised.

As FinServ firms plan forward, looking to seize the post-pandemic opportunity, they now face more than a changing world of work. Now their challenge expands to include increasing geopolitical instability, rising inflation and climate change, alongside ongoing technological advance. For marketing leaders, being primed to tackle disruption while finding long-term advantage is key.

As the pandemic has shown, this disruption can drive positive transformation.

“We’ve spent our time fretting about the new normal when we should be talking about the new extra-ordinary. The pandemic has precipitated scientific advancement, championed innovation and ushered in a new age of collaboration, challenge and accelerated change.”



Martin Raymond,
Co-Founder of The Future Laboratory

Enara Nazarova, founder of digital platform ARMOAR, agrees that we’ve reached a pivotal moment, pointing to the role that marketing can play in realising this emerging landscape. There is no non-radical future ahead of us,’ she says. “It’s either going to be radically horrible and we’re going to have to face those consequences, or it will force us to make some radical changes as a society very quickly to be able to face these challenges and harness new opportunities. If marketing can recognise that as a common goal, it can be a uniting force.”

The Future Laboratory, in partnership with LinkedIn, has consulted its proprietary trends database, and carried out in-depth desk research and primary interviews with leading financial services influencers – or Finfluencers. From this research, we’ve identified a number of drivers and trends that will propel change and innovation in the future of FinServ marketing for the decade ahead.

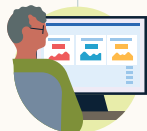
The FinServ industry is forecast to reach

£21.84 trillion

in value in 2025, **up from £17.24 trillion in 2021**, according to [ResearchAndMarkets](#), as it enters a new era.



The report explores how:



Future-facing FinServ firms are embracing imperfection, and taking realistic, honest and iterative approaches to communications



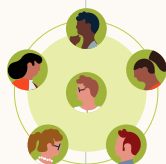
Lack of trust and the over-availability of information digitally are driving a desire for authenticity as consumers seek trusted human voices



People across the globe are rethinking how and why they work, and prioritising flexibility and fulfilment – with FinServ firms set to help facilitate this future



FinServ firms are entering a new era of limitless immersive engagement in the metaverse set to transform the future of marketing



A new era of community is emerging as FinServ firms harness the potential of peer-to-peer networks, provide forums for socially connected customers and empower communities to help each other thrive



Gen Z is embarking on a new era of collaboration with brands as they seek to work together to re-assemble, rebuild and decentralise society, and they expect to have a role in how entities like FinServ firms operate

Most importantly, we also explore how FinServ marketers can apply these trends in their strategies today.

“

Whatever platform people use, the future of FinServ marketing is all about storytelling. Can you out-story your competitors and get into the hearts and minds of decision-makers?”



Tiffany Dufu,
Founder of The Cru



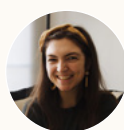
Meet The Finfluencers

To explore the future of FinServ marketing, we cast a list of global Finfluencers – leading voices from the worlds of FinServ, marketing and beyond – who are disrupting differently and making a better future happen.

From innovators, activists and change-makers to technologists, industry leaders and futurists, the Finfluencers featured in this report have helped us to uncover a series of transformative trends and opportunities for FinServ marketers to harness across the next decade. They are:



Nathalia Arcuri, Founder of the first financial entertainment platform in Brazil, Me Poupe!



Aleks Nikolic, financial influencer and Founder of BrokeGirlWealth



Tiffany Dufu, leading voice on women in business, and Founder and CEO of The Cru, a peer coaching service for women looking to accelerate their professional and personal growth



Teddy Pahagbia, expert in digital innovation and Founder of metaverse consultancy BLVCK PiXEL



Simon Gosling, futurist, Founder of consultancy Great Intro and Chief Marketing Officer at Quiet Mark



Max Pashman, financial planner and Founder of Pashman Financial



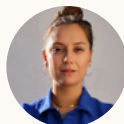
John Hope Bryant, best-selling author on economics and business leadership, and Founder, Chairman and CEO of non-profit organisation Operation Hope



Eric Sim, Founder of The Institute of Life, with a mission to train professionals to be successful at work and in life



Spiros Margaritis, leading payment tech consultant and venture capitalist, and Founder of Margaritis Ventures



Victoria Stoyanova, Founder of The Institute of Belonging, a community designed for people who bring people together

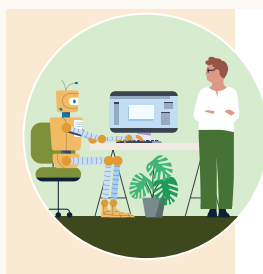


Enara Nazarova, leading voice on the metaverse and digital design, and Founder of digital platform ARMOAR

Finfluence Trends Discovered



Trend 1
**Post-Purpose
Brands**



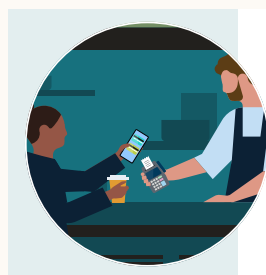
Trend 2
**The Authenticity
Equation**



Trend 3
**The Great
Reshuffle**



Trend 4
**Reformation
Generation**



Trend 5
**Community
Connections**



Trend 6
**Betterverse-
Building**





Post-Purpose Brands

Future-facing FinServ firms are embracing imperfection, and taking realistic, honest and iterative approaches to communications.

Firms have made significant strides on brand purpose over the past few years, identifying what they stand for, ironing out mission statements and imparting their visions for the future to customers.

The challenge now is for purpose to be better reflected in the inner workings of organisations – and there's good reason to push for such change.

According to Business in the Community's Responsible Business Tracker, while 86% of businesses have a purpose statement, 83% have yet to consider what this means across departments or to set clear team targets.

Marketing will play an integral role in communicating these statements and the action that follows. But to protect against purpose-washing, the brands set to thrive in this decade will build on from marketing moonshots to embrace transparency, honesty and sharing journeys of constant evolution instead. Welcome to the era of Post-purpose Brands.

“

In times of turmoil in many societal, environmental, economic and political debates, our main challenge as a brand is to stand up for our convictions. Some will agree, others less so. The only way today to differentiate and inspire – our customers, our employees, our candidates, our partners – is to be aligned between reality and perception.”



Caroline Guillaumin,
HR director and Director of
Communications at Société Générale



The pressure is on for FinServ firms to embrace such approaches. It's fuelled equally by the

52% of consumers

who choose brands that align with their personal values, according to Accenture, the regulators pushing the industry to think longer-term, and the investors with responsible investment funds outperforming their peers.



“FinServ companies need to believe in something – but they need to be open, honest and iterative about the purpose they communicate in their marketing. It’s a dangerous thing if a goal is selected that is either too big, not achievable or doesn’t last.”



Spiros Margaris,
Founder of Margaris Ventures

Brands are already embarking on initiatives that make themselves accountable for the messaging they communicate. Prada, for example, recently signed a £42m five-year loan with banking group Crédit Agricole, with repayment terms conditional on meeting key targets on sustainability – including environmental and societal goals.

Looking ahead, this ability to take purpose step by step also enables greater responsiveness and agility, something that established FinServ firms must embrace given the potential for industry disruption on the horizon. According to Margaris: ‘The FinServ industry needs to experiment with different things that add value. It needs to be constantly thinking: ‘How can we make this a better business?’ This is vital to compete against new market entrants, harnessing the might of institutions to drive real change.

Already, FinTechs have been re-imagining consumer engagement by embarking on ethical journeys with customers while achieving financial wellness. One example is start-up Algbra, which embeds inclusivity, ethics and sustainability in its proposition by requiring all partners to sign up to its ethical standards, including clarity on where people’s money is held and spent.

Through to 2030, the growth of decentralised finance (DeFi) will push the limits even further. Concepts such as the Cure token, a community-style token using cryptocurrency to combat diseases such as cancer, by ring-fencing a percentage fee on all transactions for non-profit organisations are already taking flight.

By the end of the decade, FinServ firms could even begin combining their purposeful messaging with real-time audience data to ensure that messaging can be constantly refined so it resonates with both customers and the current global zeitgeist. A constant flow of data can help the FinServ industry build and retain meaningful customer relationships while continually re-orientating core capabilities to remain relevant.

Whether achieved through harnessing data or a mindset shift, realistic, honest and iterative approaches to communications will ultimately help FinServ firms understand why they matter to people.



“Brands don’t need to be perfect, but they need to be consultative and transparent when marketing purpose. People are happy to embark on a journey with FinServ firms, but only if they can see that betterment is being pursued consistently.”



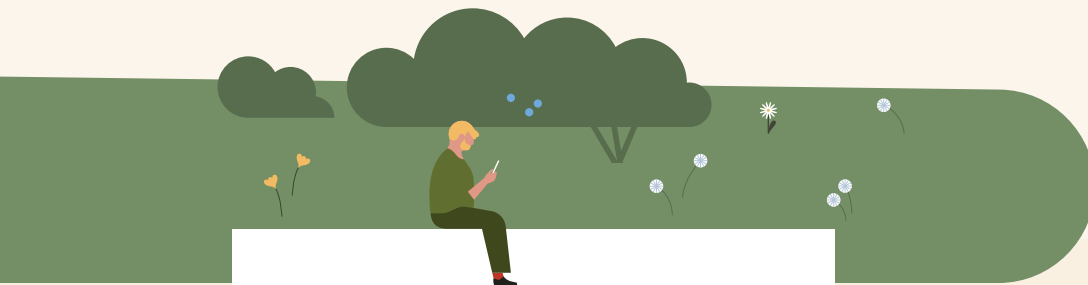
Martin Raymond,
Co-Founder of The Future Laboratory

TREND IN ACTION

To foster trust, brands will adopt a tone of voice that acknowledges the imperfections of being a business in the changeable 21st-century landscape.

[Research from Edelman](#) reveals that more than 70% of consumers link purchases to considerations such as values, environmental impact and customer before profit.

We are already seeing organisations embracing this approach, with the road to Net Zero and reaching sustainability goals being a perfect example as large institutions look to drive wholesale change to achieve their goals.



Johan Hillebrand, Head of Content Management, Global Marketing, at Robeco expands:

“As asset managers, Robeco is one of the global leaders in sustainable investing. We are committed to net zero in 2050, and are aware that the journey towards that goal is ambitious. On our journey, we need to stay fully focused and committed, undertake research-driven activities and work together with many stakeholders across the globe.

The Robeco narrative, as seen here, is one of perpetual improvement, learning and adjustment. “At Robeco, we measure, test and revise our measurements based on what we learn to be true about the world, not just what we feel to be true.”

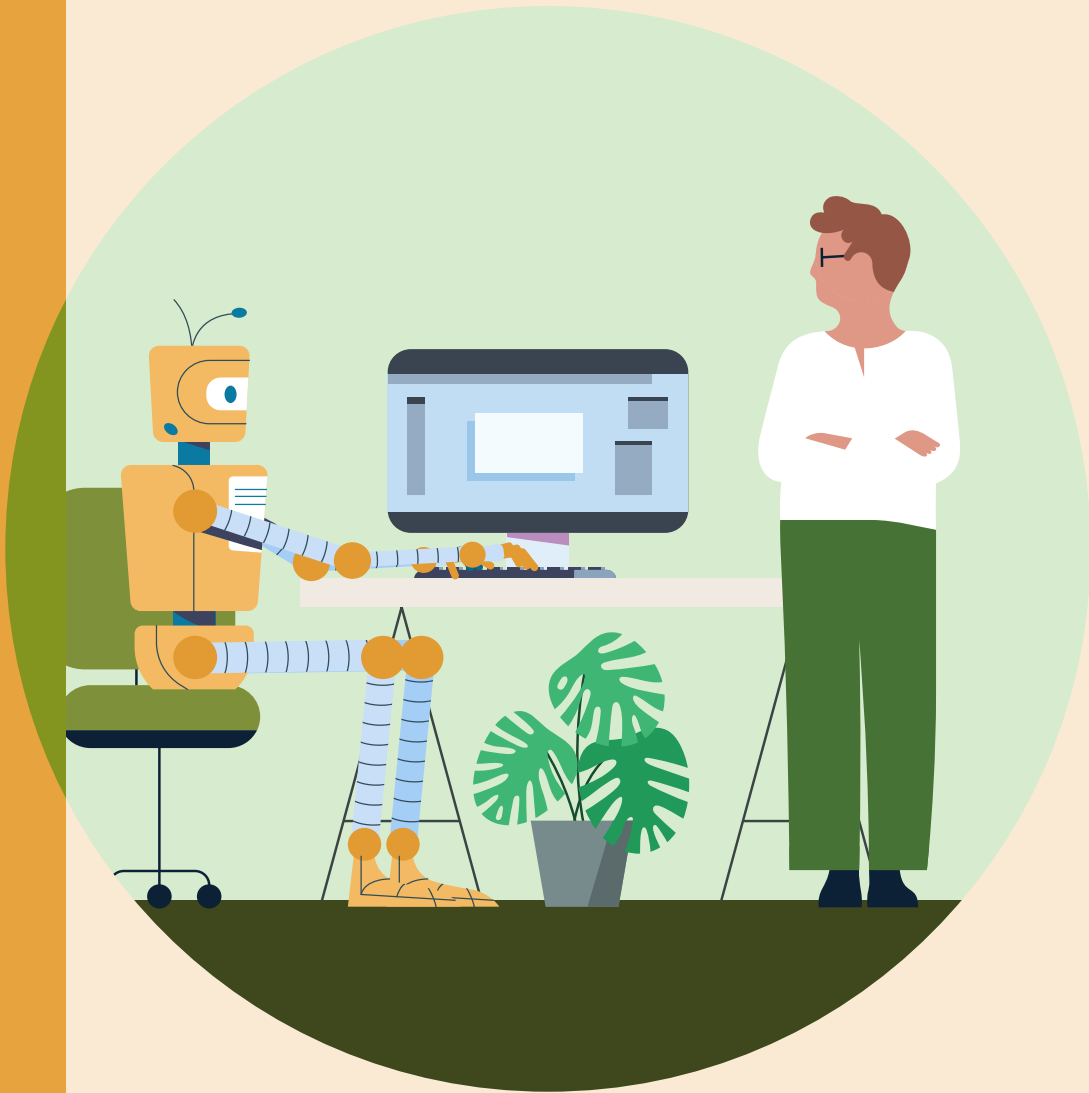


To be successful, we share our findings and engage actively with our stakeholders, using in-person, in-depth and online platforms. Unexpected engagement and encounters, in-person or online, can bring new perspectives that help us on our journey, now and even more so in the future.”



Johan Hillebrand,
Head of Content Management, Global Marketing, Robeco

ROBECO
The Investment Engineers



The Authenticity Equation

Lack of trust and the over-availability of information digitally are driving a desire for authenticity as people seek trusted human voices.

We identified an authenticity equation, where building from an increasing foundation of trust with more human connections - that become increasingly personalised through data intelligence - will be key.



As an industry, FinServ is uniquely positioned to deliver authentic engagement.

[Edelman's Trust Barometer](#) shows trust in financial services has

increased by 8%

over the past 10 years, from 44% in 2012 to 52% in 2021 as the industry has recovered from the global banking crisis.



Building on this foundation to deepen trust will become the next focus, and it will come in a human form even in an increasingly digital world.

With advertising saturation set to grow in tandem with our increasingly digital lives, the human element will prove integral to the next decade of FinServ marketing.

Margaris Ventures' Margaris also highlights the ability of real people – be they influencers, thought-leaders or ambassadors – to cut through and deliver clarity.

Trust



Financial Services is primarily a trust business. To build trust, firms need to be both high-tech and high-touch, appealing to audiences across the demographic board."



John Hope Bryant,
Founder, Chairman and
CEO of Operation Hope

Authenticity



Financial services marketing needs to present a personal, human front. It's a way to cut through the noise in our lives."

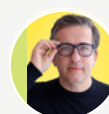


Simon Gosling,
futurist and Founder of
Great Intro

Human



Value comes from having a human element. FinServ companies need to believe in something – but they need to be open, honest and iterative about the purpose they communicate in their marketing."



Spiros Margaris,
Founder of Margaris Ventures

“ Platforms like LinkedIn enable people to have one-to-one interaction and build a rapport for CEOs, thought-leaders and industry experts. It humanises interactions – and that’s both from a B2C and a B2B perspective.”



Max Pashman, financial planner and Founder of Pashman Financial

Increasingly, those embarking on these interactions will be empowered by audience or individual customer data ensuring that engagement is hyper-relevant. As Victoria Stoyanova, founder of The Institute of Belonging, states:

“ Empowering people, personalising interactions and giving a voice to them elevates marketing from ‘it’s all the same’ to ‘this feels unique.’”



Victoria Stoyanova, Founder of The Institute of Belonging

Looking ahead, younger consumers – who are already seeking expertise and advice on different platforms – will fuel the next decade of an increasingly humanised FinServ industry.

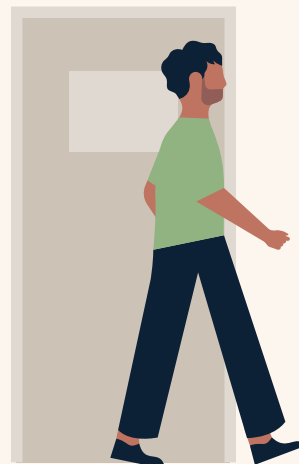
“

Gen Z and Millennials are going to social media to research what they should do with their portfolio, and it’s important that financial services brands provide the right kind of information to them as they are making those decisions.



Megan Farmer, Executive Director and Head of Social Media at JP Morgan

J.P.Morgan



TREND IN ACTION

As marketers increasingly look for opportunities to present a human face, voice and connection, understanding the Finfluencer landscape - those who others follow and engage with - becomes increasingly helpful in developing stand out campaigns.

“

The reality is that consumer trust in financial firms remains challenging. For those that might be investing for the first time, engaging them within their sphere of trust is key and why upstanding points of influence are so important.”



Nicholas Wright,
Chief Marketing Officer EMEA
at BlackRock

BlackRock.

FOLLOW THE FINFLUENCERS
WITH THE BIGGEST
FOLLOWINGS ON LINKEDIN

Kevin O'Leary, Chairman, O'Shares
Investment Advisers



Sallie Krawcheck, CEO and Co-Founder
of Ellevest



Ray Dalio, Co-Chief Investment Officer &
Chairman of Bridgewater Associates, L.P.



Tony O. Elumelu, C.O.N., Chairman at
Heirs Holdings



Jamie Dimon, Chairman and CEO of
JPMorgan Chase & Co.



Vani Kola (vanik.eth), Managing
Director at Kalaari



Guilherme Benchimol, Fundador e
Presidente Executivo do Conselho de
Administração da XP Inc.



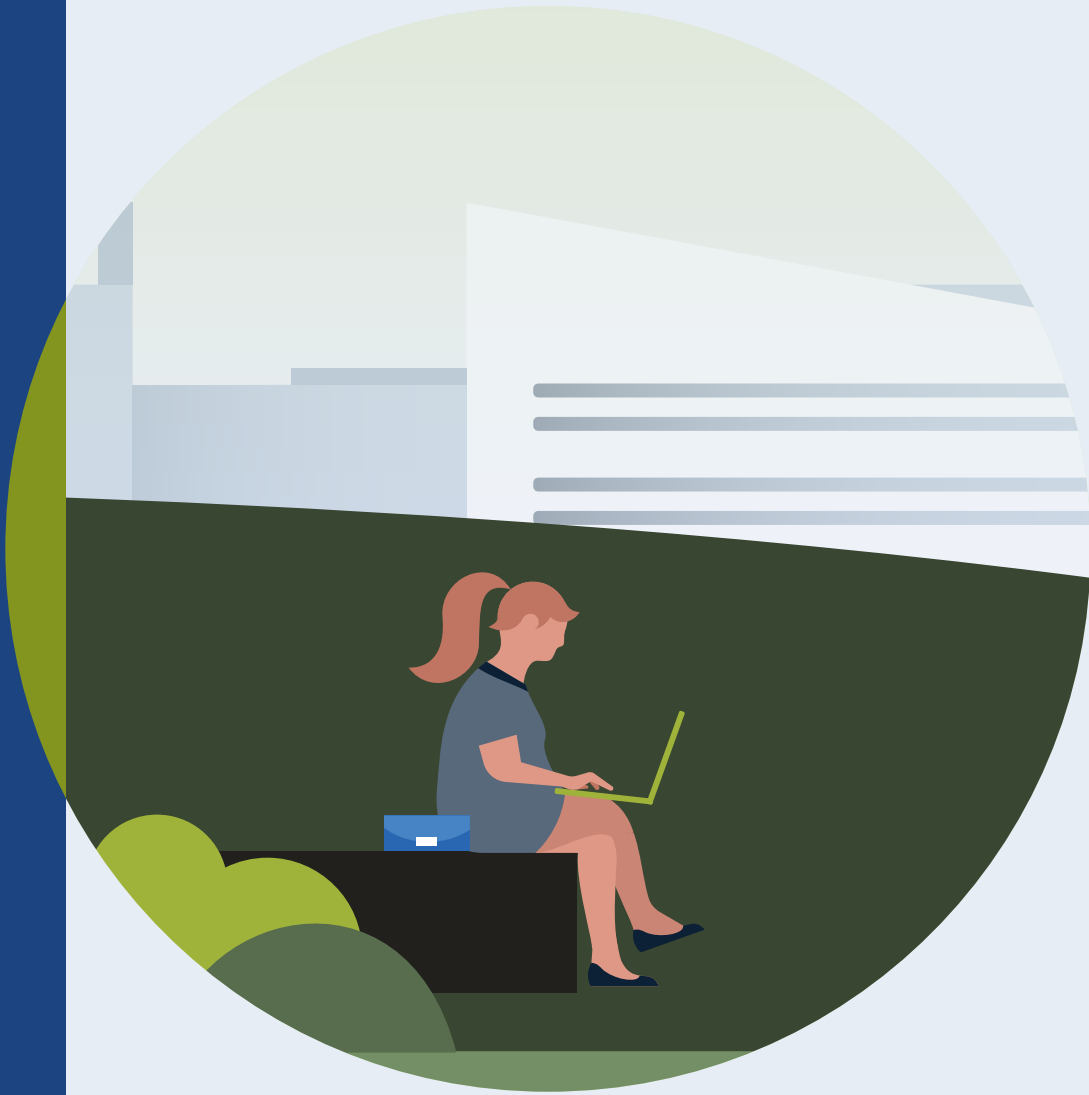
William De Vijlder, Group Chief
Economist BNP Paribas, Senior Lecturer
Ghent University



Adena Friedman,
President and CEO of Nasdaq



Larry Fink, Chairman and CEO at
BlackRock



The Great Reshuffle

People across the globe are rethinking how and why they work, and prioritising flexibility and fulfilment – with FinServ firms set to help facilitate this future.

Society now finds itself in the midst of the Great Reshuffle – a moment that LinkedIn CEO Ryan Roslansky [describes](#) as unlike anything we’ve seen in the history of work.

“

We are living through a moment of change unlike anything we’ve seen before in the history of work. We call it the “Great Reshuffle,” a time when everyone is rethinking everything.

Business leaders are rethinking their entire working models, cultures, and company values.

At the same time, employees are rethinking not just how they work, but why, looking for opportunities that best match their needs – whether that’s greater flexibility, better pay, or deeper fulfillment. At the core of it all is the beginnings of a new, more dynamic relationship between employers and employees.”



Ryan Roslansky,
CEO at LinkedIn

LinkedIn

Across the globe, the pandemic has caused people to revisit the notion of work and the role it plays in their lives, favouring flexibility, purpose and pleasure.

Data from LinkedIn highlights this new era, with work-life balance now a top priority for almost two thirds (63%) of professionals when seeking a new job, compared to compensation and benefits at 60%.

The impact of this mindset shift is already becoming clear. LinkedIn has seen an 83% increase in job posts mentioning flexibility since 2019, while at the start of 2022, about one in every six jobs in the US offered remote work, compared to just one in 67 in March 2020.

One means of succeeding in the Great Reshuffle is to showcase strong internal cultures to external audiences, with FinServ firms communicating how they are helping their employees grow, upskill and achieve their personal goals. As The Institute of Belonging’s Stoyanova says:

“

It’s not worth marketing messaging and consumer-facing stories being pushed if they don’t match internal operations. The challenge is doing the actual work and then communicating it.”



Victoria Stoyanova, Founder of
The Institute of Belonging



For marketers this is increasingly meaning a role where working in partnership with HR is common - from understanding and evolving a firm's employer brand to creating campaigns that extend far beyond.

“ Post-pandemic, the marketing industry no longer has to focus purely on marketing, particularly in financial services. There's an opportunity for marketing to help broker a new era of work, boost financial wellbeing and personal happiness.”



Simon Gosling,
futurist and Founder of Great Intro

Technological innovation can help support this shift.

“ Technology is about to entirely reshape the way we live and interact, the way we do commerce and the way we do marketing. In this new landscape, FinServ marketing has the potential to turn people from customers into members, influencers and brand ambassadors.”



Teddy Pahagbia, expert in digital innovation and Founder of metaverse consultancy BLVCK PiXEL



The starting point for many is with the leadership of the organisation.

“ Society is expecting corporate leadership to step up. They need to provide knowledge and financial literacy, and to market themselves – and their firms – in a way that relates to a new reality.”



John Hope Bryant, Founder, Chairman and CEO of Operation Hope

Research from [Edelman](#) and LinkedIn sheds further light on this potential, revealing that 89% of global business decision-makers in the US, Australia, France, Germany, Singapore, India and the UK believe that thought-leadership is effective at enhancing their perceptions of an organisation.

TREND IN ACTION

Strong internal cultures and motivated workforces can become marketing tools in their own right.

“Encouraging employees to develop their own personal brands and to be brand ambassadors for them represents the most powerful marketing tool.”



Tiffany Dufu,
Founder and CEO of The Cru

LinkedIn data shows the benefits:

60%

of employees are more likely to engage with posts from co-workers than from non-co-workers

x14

more likely to share their organisation's page content than other brands.

LinkedIn's *My Company* tab is making it as easy as possible for employees to share and engage with content from their company.

LinkedIn

Home | My Company | About | Products | Posts | Jobs | Life | People | More

633

Following

Jobs

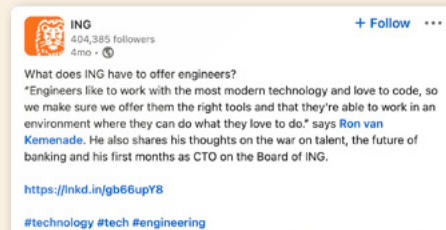
More

Home **My Company** About Products Posts Jobs Life People More

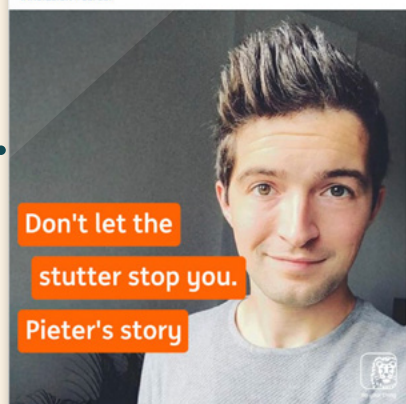
Be a team player

Help your organization grow. Invite your connections to follow your company.

Invite connections



Pieter started to stutter at age 11, kicked off his career at a call center (!) and today is a well valued compliance expert at ING Belgium. Keep going, Pieter! Read his story: https://lnkd.in/dq_Man7v #internationaldayofpersonswithdisabilities #idpd2021 #accessibility #inclusion #career



ING, a bank which prides itself on innovation, leads the way when it comes to connected human content. In its recent LinkedIn campaigns it has added a very personal touch, both from the leadership team sharing their thoughts and perspectives and from employee-led campaigns sharing their personal stories of success.



Reformation Generation

Gen Z are embarking on a new era of collaboration with brands as they seek to work together to re-assemble, rebuild and decentralise society, and expect to have a role in how entities like FinServ firms operate.

The institutions that have traditionally held society together – education, business, government and the mass media – are rapidly losing their status for this generation. While this has been an undertone for some time, the pandemic has led to many realising that re-imagining such structures is not only achievable, but something they will actively encourage.

Generation Z are leading this cultural reformation.
[Research from Deloitte](#) reveals that in the past two years:

Almost half,

49%

have made choices about the type of work they are prepared to do and the organisations they are willing to work for based on their personal ethics.



40%

have volunteered for charities or non-profit organisations



Almost a third,

30%

have participated in public demonstrations. Importantly, they are inviting institutions along as allies on their journeys.



For the financial services industry, the value of this new cohort of customers is clear. What is even clearer, is that to engage with them and win will require a new mentality that marketing can lead.

As we witness a transfer of wealth to this generation – with £23 trillion set to change hands from one generation to the next in the US over the next few decades, according to [Morgan Stanley](#) – FinServ firms will need to show their value in a new way.



“

The expectation from Gen Z is that financial services companies should be built in favour of their customers and their values, and this is what marketing should communicate.”



Enara Nazarova,
Founder of ARMOAR

As individuals, Gen Z are ambitious, entrepreneurial and hold a strong interest in professional development, finance and investments. According to LinkedIn platform research [‘How to Reach and Engage Gen Z on LinkedIn’](#), Gen Z want to:



And they're willing to invest time to achieve those goals.

Finding the right content has typically proved difficult, however. ‘A lot of financial advice and content has been targeted towards a very specific demographic that is not Gen Z,’ says Aleks Nikolic, a Finfluencer and founder of BrokeGirlWealth, a project that aims to demystify investing for young consumers.

“But Gen Z are desperate for information; they’ve just been in the wrong channels.”



Aleks Nikolic, financial influencer and Founder of BrokeGirlWealth

LinkedIn is providing a solution, with 80% of Gen Z saying they’re interested in following more companies and organisations on LinkedIn and 75% saying that companies and organisations post valuable content on their LinkedIn pages.

“

Gen Z are social, and demand authenticity and organic engagement. Content posted on platforms like LinkedIn can deliver this organic feeling, encourage learning and spark countless peer-to-peer conversations which a new generation are seeking.”

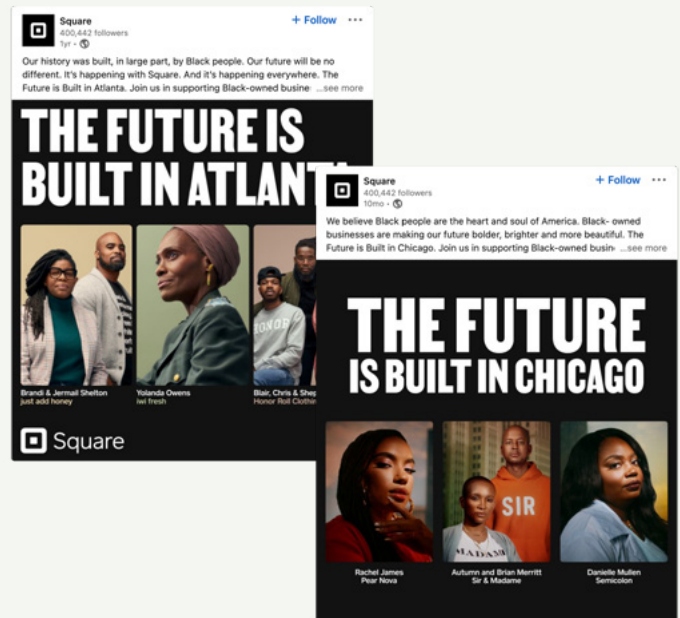


Eric Sim,
Founder of The Institute of Life



As well as making progress in their careers, Gen Z also wants to advance the values, causes and movements they care about. In response, FinServ firms should work to identify where those values and causes coalesce, be it closing the gender gap, reducing carbon emissions, delivering diversity and inclusion or new causes not yet identified.

Payment company, Square, is one brand showing how, with Black Owned, a film series exploring the voice of the Black entrepreneurial spirit and its essential contribution to the American economy.



[Research from Morning Consult](#) has found that more than half (54%) would become an influencer if the opportunity was presented to them. In the next decade, marketers could open up their platforms to Gen Z creators themselves, giving the demographic ownership of the content they consume. LinkedIn's Creator Mode, which offers content-creators tools to seamlessly share ideas and insights through live video and newsletters, is already empowering them to do so.

“

FinServ firms have a responsibility to put the power back into people's hands. Being transparent, open and providing a path for people to grow will prove integral over the next decade and beyond.”



Nathalia Arcuri,
Founder Me Poupe!

TREND IN ACTION

Open up channels for customers and communities to create, curate and control.

With LinkedIn data showing that just 21% of Gen Z feel they are represented in advertising, and 43% saying brands should make them feel valued, this provides huge opportunities.

“

At UBS, we know that building a better, fairer and more equitable society is important not only for Gen Z but all our employees and clients. That's why we are constantly striving to do better and just last year relaunched our new brand purpose – ‘Reimagining the power of investing. Connecting people for a better world.’ Financial Services have a critical role to play in shaping a world that's fair, sustainable and gives everyone the opportunity to thrive. Companies are recognising that their success and talent attraction no longer come from just delivering great results but in how they achieve those results.”



Johan Jervoe,
Group CMO, UBS



Gen Z is the fastest growing audience demographic on LinkedIn

Gen Z will become the largest generation of consumers accounting for \$29 to \$143 billion in direct spending



78m+ global Gen Zers on LinkedIn

Accounting for circa
10% of LinkedIn's global member base



80% say LinkedIn is a brand they trust



Community Connections

FinServ firms are embracing a new era of community as they harness the potential of peer-to-peer networks, provide forums for socially connected customers and empower communities to help each other thrive.

The global pandemic has transformed our relationships with the people and places around us, with positive evidence suggesting that the crisis has helped fuel a renewed desire for community. It's an attitude now shared by a majority of people, with four in five feeling more or as connected to their communities as they did pre-pandemic, according to [Accenture](#).

For the financial services industry, in the next decade firms will continue to empower existing communities, tap into new peer-to-peer networks, and provide places for socially connected customers to engage and grow with one another.

“

FinServ firms have an incredible opportunity to build communities by starting small, caring and listening to what customers need help with. If they can assist – be it through improving financial literacy or offering investment advice – then they can be present at each moment of connection and make people feel like they belong.”



Victoria Stoyanova, Founder of
The Institute of Belonging

Platforms such as LinkedIn are leading the way as the place where the FinServ industry comes to build its community and engage, with one billion new connections with industry professionals in the last year. This is driving comments, likes and shares up by 37%, and a 49% increase in engagement on topics such as finance, investing and retirement over a 12-month period.

If FinServ firms get it right on such platforms, then Stoyanova believes the potential impact on individuals, society and brand awareness will be transformative. ‘Once communities are fostered, FinServ companies and their customers can create movements together,’ she says. ‘Brands with a long-term vision can create long-term support systems, asking and answering big questions. And doing this would be extremely powerful from a marketing point of view.’

This impact is already evident, with several future-facing FinServ firms focusing on accessibility and empowering communities of people who have previously been underserved by the industry.



“

Financial services has a unique capacity to empower communities to thrive, which is why it's so important that we act with purpose and make financial products and services more accessible than ever. PayPal's mission is to bring global digital commerce to everyone's fingertips. When you empower a global network of consumers and businesses, you truly open opportunities for everyone to contribute to the local economy and embrace digitization.”



Kasia Leyden, Vice-President of
Marketing at PayPal



According to Eric Sim, founder and chief trainer at the Institute of Life, FinServ firms will take this human connection further and begin providing the tools for customers to thrive in every aspect of their lives.

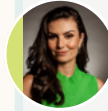
“Managing finances is only one part of the equation,” he says. “In future, financial services will help manage their customers’ physical health, their mental health, their fiscal health – their whole being. Those that can best communicate their efficacy on this front have the potential to differentiate themselves entirely.”



Eric Sim,
Founder of The Institute of Life

For Nathalia Arcuri, CEO of Me Poupe! – a Brazilian financial education platform working to improve financial literacy – this shift in power will create a new community landscape in the world of FinServ.

“People are becoming more autonomous, with open finance, open insurance and open-source concepts empowering people,” she says. “The power is now in their hands when it comes to finance, with the communities firms support and the belonging they foster key differentiators that must be marketed in the right way”



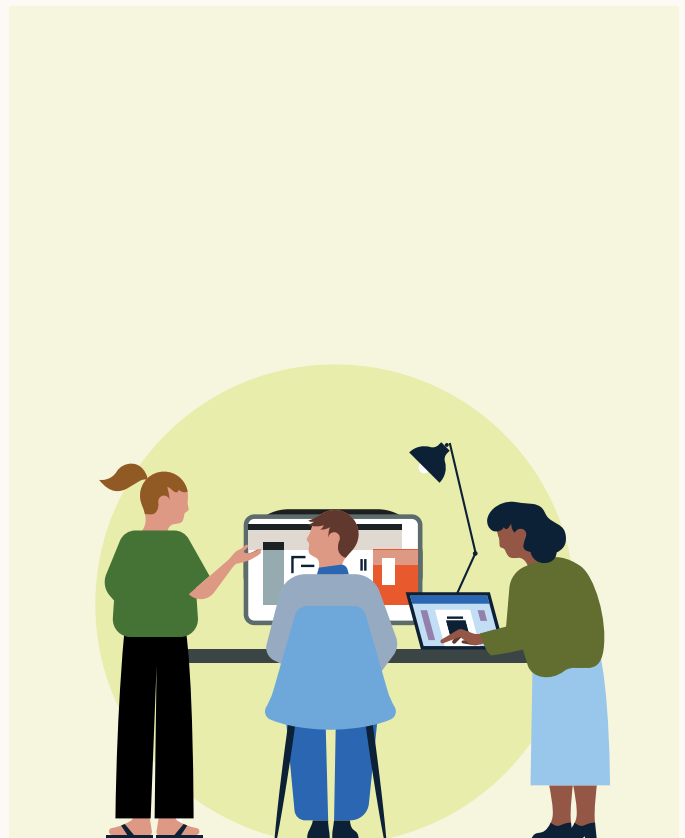
Nathalia Arcuri,
Founder Me Poupe!

As we move through the decade, the growth of DeFi – itself born out of a mission to bank the unbanked – will empower new communities to thrive. With 1.7 billion adults currently unbanked, according to the [World Bank](#), a shift in power towards real people will help boost financial inclusion.

“Crypto, NFTs and the like represent the future of financial services. It’s how younger consumers are learning financial literacy, and peer-to-peer networks and community are integral to it. As a result, FinServ firms need to ensure they facilitate their own sense of community or belonging as they transition from Web 2.0 to Web 3.0.”



Enara Nazarova, leading voice on the metaverse and digital design, and Founder of digital platform ARMOAR



TREND IN ACTION

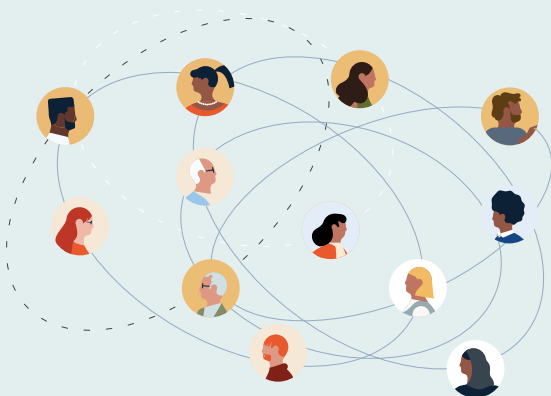
Connecting community and cause to positive effect

Money worries and financial stability remain leading causes of stress and anxiety among consumers globally, aligning financial wellness with physical and emotional wellbeing. This awareness is opening up the dialogue between the finance, education and wellness industries, spearheaded by platforms such as Me Poupe! and The Cru.

“Financial services need to be positioned as an essential industry,’ says The Cru founder Tiffany Dufu. ‘It’s on a par with the healthcare industry, yet not necessarily marketed in that way.”



Tiffany Dufu,
Founder and CEO of The Cru



For Becky Moffat, Chief Marketing Officer at HSBC UK, a community focus can make a profound impact felt far beyond the industry.

“

The role of HSBC UK within continuously changing and evolving communities remains crucial to help connect people to each other and society as a whole. Through development of new products and services that improve financial inclusion, like offering bank accounts to the homeless and financial education programmes, banks can meet new and existing customer needs as well as look to create positive societal change, making a real difference to people, businesses and communities.”



Becky Moffat,
Chief Marketing Officer
at HSBC UK



HSBC is working with housing and homelessness charities like Shelter to help people without a fixed home address to open a bank account. This gives them a safe place to keep and spend money they get from work or benefits, as well as a way to save towards their future. The charity provides the address; HSBC provides the bank account.

HOW DO YOU OPEN A BANK ACCOUNT IF YOUR ADDRESS IS A DIFFERENT SOFA EACH WEEK?

HSBC UK is working with local charities to provide bank accounts for people without a fixed address, helping to break the cycle of financial exclusion.
Search HSBC UK No Fixed Address. Together we can build the new different.

Shelter | HSBC UK

Together we thrive



Betterverse Building

As the metaverse explodes in popularity, FinServ firms are entering a new era of limitless immersive engagement set to transform the future of marketing.

The metaverse – the digital space where people can gather and interact with millions of virtual experiences at once – is currently the word on everyone’s lips. According to LinkedIn data, engagement on the topic has risen rapidly on the platform and in January was over 114 times higher than at the start of last year.

Much of this interest is derived from its transformative potential, with the metaverse heralded as something much more profound than just another iteration of the world wide web. Instead, it represents an entirely new way of experiencing the world – and financial services is no exception.

“Marketing is all about storytelling. In the metaverse, FinServ brands can communicate previously intangible concepts – think values or vibes – by creating experiences that truly envelop and immerse customers into a branded universe. This really is the future of marketing.”



Teddy Pahagbia, expert in digital innovation and Founder of metaverse consultancy BLVCK PiXEL

Importantly, to ensure that this transformative potential is realised – and that the optimism surrounding the metaverse doesn’t go the same way as the internet – brands are using its power as a tool for individual and societal betterment, turning the metaverse into the Betterverse.

Promisingly, a number of FinServ firms are leading the charge in harnessing this power for the better. Digital financial services company, Ally, for example, has built a fictional city, Fintropolis, within the game Minecraft, which uses real-world scenarios to introduce and familiarise students and users with financial concepts.

Elsewhere, Bank of America is set to launch virtual reality (VR) training for its employees in nearly 4,300 financial centres, while Citi Bank is exploring a programme utilising holographic workstations for financial trading.

When it comes to customer-facing applications, however, South Korea’s Kookmin Bank is paving the way with the development of the KB Metaverse VR Branch Testbed. The metaverse platform will enable customers to access banking services through VR devices, from one-to-one consultations between customer and employee avatars and personalised financial advice to financial literacy courses for young people.



Research from [Digital Banking Report](#) highlights how the industry feels about this future, with almost half of FinServ executives polled believing that one in five consumers will use virtual or augmented reality technology for daily transactions by 2030.

“The metaverse is a new paradigm for FinServ, and new services will emerge in kind. It could be helping people to protect their digital assets, and not just crypto or bitcoin, but digital real estate they own. It could be about providing digital wallets, digital financial services or digital legal consulting. All these things are yet to be defined.”



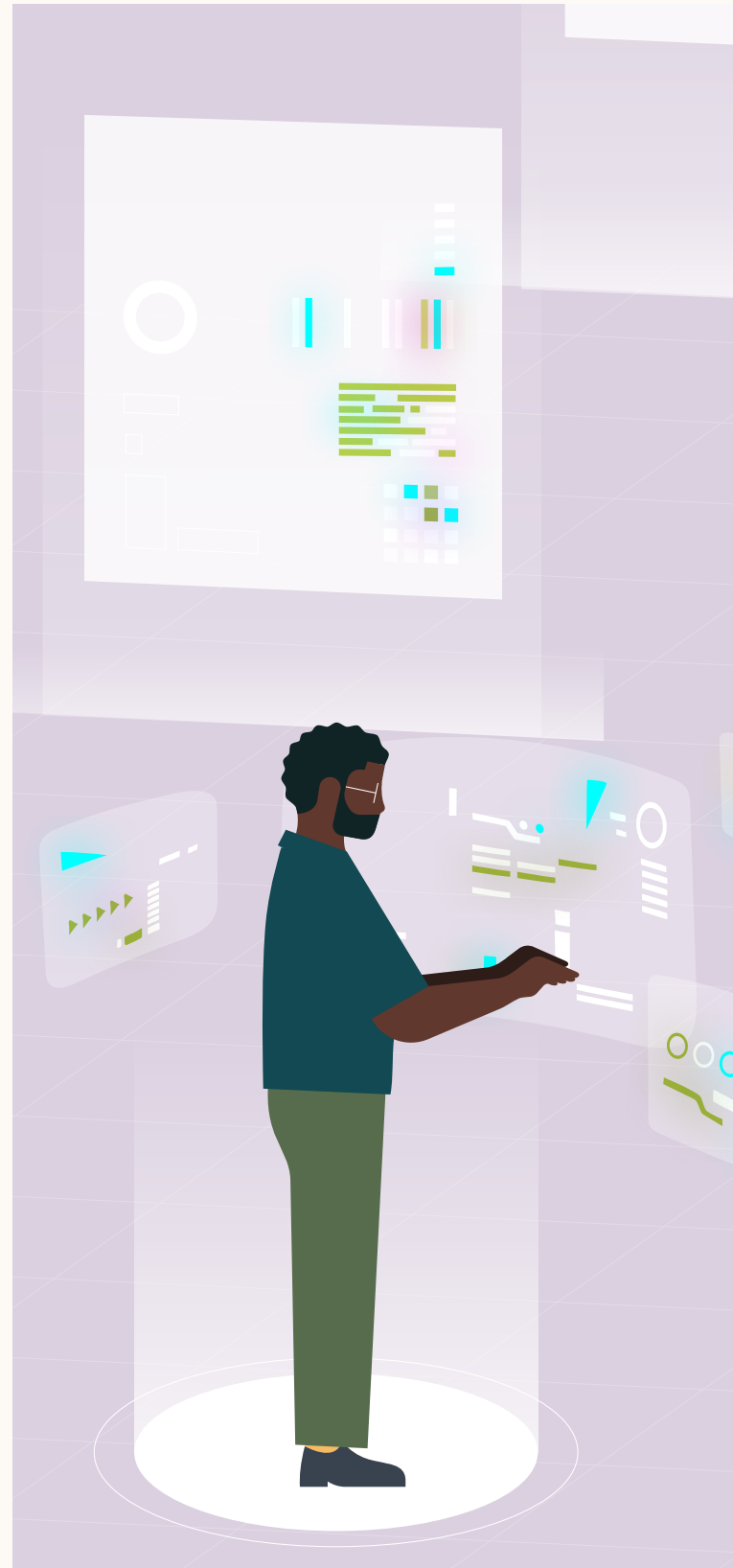
Teddy Pahagbia, expert in digital innovation and Founder of metaverse consultancy BLVCK PiXEL

Once customers are comfortable engaging in these environments, opportunities for new forms of hyper-immersive, hyper-personalised marketing will abound. As Enara Nazarova, founder of digital platform ARMOAR, states:

“The hybridisation of physical and digital worlds will create countless new marketing opportunities for FinServ firms. The metaverse is going to be such an important space. Marketing teams need to shape their voice and presence on these eco-systems carefully.”



Enara Nazarova,
Founder of ARMOAR



TREND IN ACTION

Virtual spaces can enable customers to gather and access influential branded experiences wherever they are, immersing them in a brand through a new way.



For marketers looking to build knowledge and understanding, LinkedIn Learning is offering courses and modules including:

COURSE

Digital Marketing Trends

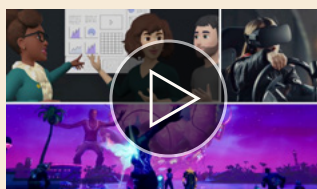


Metaverse-related modules such as:

- Meet me in the metaverse

COURSE

Understanding Augmented and Virtual Reality: An introduction



Metaverse-related modules such as:

- VR, AR and the dawn of the metaverse
- ROI in the metaverse

COURSE

Social Media Marketing Trends



Metaverse-related modules such as:

- Cultivating shared social experiences in the metaverse

Building Finfluence Together

You've now heard from some of the world's biggest financial services brands, international Finfluencers, trends experts and your LinkedIn team as they've explored the future of financial services marketing.

So what are you going to do next to build your world of Finfluence?

Whether your take out is to invest in a VR headset tomorrow, dig deep into the next phase of your purpose communications or to go rally the people within to take your firm's story out, we hope there are practical actions you can take today as well as insights that will keep you inspired for some time to come.

At LinkedIn, our team of financial services experts and solutions are here and ready to help you as you begin to consider how to include each trend into your marketing plans in the future.

While the trends will have many applications, our key outtakes are to:



Celebrate the purpose journey focusing on incremental gains alongside outcomes



Be human creating individual connections in a digital world



Build employee advocacy recognising internal audiences are your greatest ambassadors



Co-create embracing Gen Z's values to solve for the future together



Develop communities fulfilling a post-pandemic need for togetherness and using it to develop a broader role



Experiment with new technologies navigating the virtual world to create a more powerful real world.

About LinkedIn

For the first time in the history of media, you can reach the world's professionals all in one place. With nearly 800 million members in over 200 countries and territories gathering on LinkedIn to stay connected and informed, advance their careers, and work smarter. These are the decision makers, influencers, and the leaders of today and tomorrow—precisely the people you want to target.

About The Future Laboratory

The Future Laboratory is one of the world's leading strategic foresight consultancies. It exists to help companies make a better future by giving them the confidence to take the decisions today that will create economic, environmental, technological and social growth tomorrow. From its offices in London, Antwerp, São Paulo and Melbourne, The Future Laboratory offers a range of strategic foresight products and services to help its clients harness market trends, adapt to emerging consumer needs, and keep them ahead of their competitors. Stay on top of the latest consumer trends and market shifts by visiting its trends intelligence platform, lsnglobal.com, and find out more about its client work at thefuturelaboratory.com

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