The Financial Services Forum

Meet the Marketer

Wednesday 25 April 2018
Hosted by: Instinctif Partners

Mark Brayton was voted Marketer of the Year by Members of The Forum for his leadership and achievements as Marketing Director of Barclays UK. He joined Barclay's graduate program in 2000 and has spent the last 18 years working for them in a variety of marketing functions. Mark was interviewed by Julian Marr, Editor of Professional Adviser & Multi Asset Review at Incisive Media. ***Alex Reidegeld of The Financial Services Forum shares some of his insights.***

It's always great to gather after work, enjoy a couple of glasses of wine, and hear from one of the industry's respected marketers. Expertly hosted by Julian Marr, we all thoroughly enjoyed listening to Mark as he shared his experiences and insight from a successful career with Barclays.
Here are just some of the highlights:

Most important quality for a marketer in 2018
Today's marketers need to be digitally confident and data literate. Having a good understanding of the digital world is now a fundamental requirement. Marketers now need to be able to analyse data, as well as show creative thinking and problem solving.

Best bit of advice he's ever been given
Mark told a story of a time during his graduate program where a mentor told him that the best career opportunities can often come along when you least expect them. The key is evaluating the opportunity quickly and then grasping it quickly, rather than rigidly sticking to a plan.

His advice to people just starting out
Early in his career, Mark said he at times heard phrases like "We can't do that", "We've tried that one before, and it didn't work", in response to some marketing challenges. Mark suggested that sometimes you must push through that scepticism and/or cynicism and be confident enough to try something new, something different.

Be brave and stick your head above the parapet
Organisations lose consumer trust when the promise of what they say they provide does not match the reality of the experience. Examples of trust have been pronounced in the FS sector. To counter this, Mark suggested that FS organisations need to continue to become more open and transparent, explaining why they are doing what they're doing. To bring this to life, Mark referred to an example of where his team led a series of live Facebook Q&A's with Barclays UK ExCo members, who would answer audience questions openly, honesty and with genuine integrity.

Marketing within the organisation
Try to make marketing integral to the organisation's customer and business strategy. To do this, marketing needs to be involved and impacting all levels. Sometimes it can be difficult to achieve that full and comprehensive buy-in. Presenting commercial outputs and focusing on the tangible impacts that marketing is driving, is key here. Marketers need to speak the language of the board and organisation.

Relationship with agencies

Mark suggested that the most long-lasting relationship with agency partners have arisen from a mutual respect, trust & togetherness. He also said that the most prosperous relationships have been the ones with agencies who take genuine time to immerse themselves within the organisation and try to understand all aspects of it.

What FS is doing well

In Mark's view, the FS sector is both experienced and hugely competent at adapting to change. The pace at which transformation happens can vary of course but over the last few years our industry has embraced an unprecedented amount of change, be that regulatory or simply through the ever-changing customer expectations. The winners within our industry will be those organisations that best navigate, and help their customers & clients best navigate this seismic change.

… and what it needs to do better

Many FS organisations still have challenges when it comes to delivering consistently brilliant service, across all current and future touch-points. There's still space for us all to learn more and improve here.

Top tip for self-improvement

Celebrate yours/ your teams' successes, well and often. However, if a campaign or marketing activity isn't working (based on your data and KPIs), call that out early, find out why that is and be brave enough to try something different, better, more innovative instead.

Next events

1 May: Marketing Effectiveness Awards Showcase

We invite winners from The Forum's 2017 Awards for Marketing Effectiveness to present their case studies and share some of the insights and strategies that impressed our judges.

15 May: Winning Over Women

As customers for financial services organisations, women are growing in numbers, importance and value. Therefore, they are a huge business opportunity. But is generally accepted that they are also less-engaged and confident than men in managing their money.

The Financial Services Forum
www.thefsforum.co.uk
0207 449 9000

For additional events, discussions, reports, white papers and presentations, please visit The Forum's Knowledge Centre: https://www.thefsforum.co.uk/knowledge-centre/