

PAYMENTS MARKETING: STRATEGIES FOR GROWTH IN THE DIGITAL PAYMENTS ECOSYSTEM

MARKET. ENGAGE. GROW. LEAD.



COURSE OBJECTIVE

To equip marketing professionals operating within the payments and digital financial services ecosystem with the strategic knowledge, commercial insight, and practical marketing capabilities required to successfully position, promote, and grow payment products and services in increasingly competitive and digitally driven markets.

The course provides a comprehensive understanding of the modern payments landscape and develops practical marketing capabilities across customer segmentation, product positioning, go-to-market strategy, digital channels, merchant engagement, and data-driven growth.

Participants will gain insight into regulatory, trust, fraud, and customer experience considerations that influence payments marketing, ensuring campaigns and communications align with both commercial objectives and compliance expectations.

By combining strategic marketing principles with payments context, you will be able to:

- ✓ Build stronger customer acquisition and retention strategies
- ✓ Position payment products more competitively in evolving digital markets
- ✓ Drive merchant adoption and consumer usage of payment solutions
- ✓ Strengthen customer trust and brand credibility
- ✓ Support sustainable growth across digital payments ecosystems



TARGET AUDIENCE

- ✓ Payments marketing professionals and marketing managers
- ✓ Fintech marketing and growth teams
- ✓ Merchant acquiring and merchant services marketing teams
- ✓ Product marketing specialists within banks, fintechs, and payment service providers
- ✓ Digital marketing and customer acquisition teams
- ✓ Customer experience and customer engagement professionals
- ✓ Brand and communications teams within financial services organisations
- ✓ Partnership and ecosystem growth managers
- ✓ Sales enablement and commercial strategy teams
- ✓ Product managers involved in payment product launches and adoption initiatives
- ✓ Mobile money and digital wallet growth teams
- ✓ Business development professionals supporting payment solution expansion
- ✓ Anyone seeking to strengthen their understanding of payments-focused marketing strategies and customer growth models

VALUE PROPOSITION

FOR PARTICIPANTS

- ✓ Understand the payments ecosystem and product positioning in digital financial services markets
- ✓ Market complex payment solutions across B2B and B2C segments
- ✓ Strengthen customer acquisition, merchant engagement, retention, and lifecycle marketing
- ✓ Gain practical insight into wallets, acquiring, gateways, mobile money, POS, and embedded finance
- ✓ Understand customer behaviour, adoption drivers, trust factors, and usage patterns
- ✓ Develop compelling value propositions and differentiating market positioning strategies
- ✓ Leverage digital channels, analytics, and metrics to optimise campaigns
- ✓ Improve collaboration across marketing, sales, product, support, and commercial teams
- ✓ Gain frameworks to launch and scale payment products in competitive markets
- ✓ Enhance credibility and career growth in payments, fintech, and digital finance marketing

FOR INSTITUTIONS

- ✓ Strengthen capability to market payment products effectively across segments
- ✓ Improve acquisition, onboarding, adoption, and transaction growth
- ✓ Build stronger go-to-market strategies for payments products and services
- ✓ Communicate customer value clearly in competitive markets
- ✓ Improve alignment between marketing, product, sales, operations, and support
- ✓ Increase engagement, trust, retention, and long-term usage
- ✓ Support scaling of digital transformation and financial inclusion initiatives
- ✓ Improve brand positioning and competitive differentiation
- ✓ Enable data-driven marketing decision-making
- ✓ Strengthen growth strategies while balancing regulatory, trust, and CX considerations
- ✓ Build aligned marketing teams for sustainable growth in digital payments ecosystems

COURSE MODULES

01

Module 1 - The Payments Ecosystem and Its Marketing Implications

- Understanding the Global and African Payments Ecosystem
- Key Participants and Their Roles in the Value Chain
- Merchant Categories / Payment Method Overview
- Regulation, Trust, and the Marketing Opportunity
- Emerging Trends and Their Marketing Impact
- Competitive Dynamics – Incumbents vs. Challengers
- Positioning Your Organisation in the Payments Landscape



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Module 2 - Understanding the Payments Customer

- Who Are the Customers?
- Behavioural Economics in Payments Adoption
- Key Motivations and Pain Points per Segment
- Building Personas for Payment Product Users



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Module 3 - Product Positioning in Payments

- Why Positioning Matters in Payments
- Translating Competitive Dynamics into Brand Positioning
- The Anatomy of a Payment Product Value Proposition
- Crafting Your Distinct Place and Promise
- Aligning Every Touchpoint to Your Positioning
- Revisiting and Evolving Your Positioning



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Module 4 - Go-to-Market Strategy and Launch Planning

- Mapping Product-Market Fit in the Payments Space
- Pricing Strategies in Payments
- Partner and Ecosystem Marketing: Banks, Fintechs, and Merchants
- Launch Playbook: Pre-Launch, Launch, and Growth Phases



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Module 5 - Digital Marketing for Payments

- Content and Storytelling in a Regulated Industry
- Paid Media, SEO, and Performance Marketing for Fintechs
- Social Media Strategies for Thought Leadership
- Building funnels for merchant sign-ups and app adoption



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Module 6 - Data, Insights, and Campaign Optimisation

- Understanding the Metrics That Drive Payments Growth
- Attribution in Multi-Touch Payments Journeys
- Using Analytics Dashboards and Customer Data to Optimise Campaigns
- A/B Testing and Retention Loops



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Module 7 - Branding, Trust, and Reputation in Payments

- Why Trust is the Ultimate Marketing Currency in Payments
- Crisis and Reputation Management
- Storytelling Around Safety, Security, and Inclusion
- Sustainability and ESG Messaging in the Fintech Era



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Module 8 - Industry Events, Partnerships, and Thought Leadership

- Leveraging Industry Events
- Building Brand Visibility
- Partner Marketing and Co-Branded Campaigns
- Community Building and Advocacy in Payments



WHY THIS COURSE MATTERS



CUSTOMER CENTRIC GROWTH
Put the customer at the centre of every payment marketing decision.



DATA DRIVEN MARKETING
Use insights and analytics to drive smarter campaigns and better results.



TRUST & COMPLIANCE
Market responsibly with trust, security, and regulatory alignment.



SUSTAINABLE IMPACT
Drive financial inclusion and long-term growth across the digital ecosystem.



EXPERT LED
Industry experts and real-world experience



PRACTICAL & ACTIONABLE
Tools, frameworks, and case studies you can apply immediately



RELEVANT & CURRENT
Industry-aligned content focused on today's payments landscape



CERTIFICATE OF COMPLETION
Boost your professional profile and credibility



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