



HSBC uses Sponsored Updates to establish key global connections

Headquartered in London, HSBC is one of the world's largest banking and financial services organizations. Since 1865, HSBC's role and purpose has been to connect customers to opportunities, enable businesses to thrive and economies to prosper. It's this same vision that guides the HSBC Global Connections website - a site brimming with insightful and expert content, reports and tools created to inspire and inform businesses already operating internationally or with the ambition of doing so.

Challenge

HSBC aims to form partnerships with members of its key business audience. "Our challenge is to be seen as a strategic partner rather than just a transactional partner," says Amanda Rendle, Global Head of Marketing, HSBC Commercial Banking and Global Banking and Markets. "We need to find new and innovative ways to engage an audience short on time but hungry for insight that can help take their business further."

The quality of the LinkedIn audience and the business professional context made Sponsored Updates a natural solution for HSBC to drive awareness and establish thought leadership among its busy audience.

Solution

HSBC leveraged the geographic targeting capabilities of Sponsored Updates to promote its new Trade Forecast Tool, using personalized statuses based on the data that was relevant to each market.

"The advantage for us is the opportunity to signpost our content and make it more easily accessible, not only to our customers but to a wider business audience," Rendle explains. "Sponsored Updates allow us to select content that we feel has greatest relevance at a particular time or on a particular topic, and then to highlight it to an interested audience by placing it in the LinkedIn feed. We've been able to test different variables and optimize as we go along."

Marketing on LinkedIn also allows HSBC to develop and validate a content strategy to use to target its business audience. "As we develop our content strategy, we can assess our customers' need for certain information by promoting key articles, research or topics, and seeing what kind of response we get," highlights Rendle. "This kind of insight is invaluable in our mission to become more customer centric."

Results

Using Sponsored Updates, HSBC:

- Drove over **40,000** interactions with HSBC Global Connections content
- Boosted organic update impressions by **1500%** and social interactions by **900%**
- Created long term value, attracting over **3,750** new followers to the HSBC Commercial Banking LinkedIn Company Page
- Delivered reach and engagement from over **50** industries
- Achieved CEO, Vice President & Director of Operations among top job titles of those engaging

“At HSBC, we want to engage and inspire our key business audience with content which positions us as a thought leader. LinkedIn’s Sponsored Updates have helped us with this by enabling us to deliver timely updates to influential professionals, and stimulate debate and interaction.”



Amanda Rendle

Global Head of Marketing, Commercial Banking and Global Banking and Markets
HSBC

Campaign Screenshots



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