



Using Sponsored Updates, National Bank of Canada raises awareness of its brand and highlights community involvement

Leading Canadian financial group drives high engagement through targeted content marketing

National Bank of Canada, headquartered in Montreal, is one of the country's leading integrated financial groups, and is the largest bank in Quebec. The company offers a range of banking services, including corporate and investment banking, a securities brokerage, insurance and wealth management, and mutual fund and retirement plan management.

Differentiating a brand

National Bank relies heavily on social media to spread news about not only its products and services, but its community-based activities. "It's challenging for financial institutions to differentiate themselves in a competitive marketplace," says Philippe Santerre, Advisor for Brand Management and Interactive Marketing at National Bank of Canada. "It's not just about products or mortgage rates - it's about how the bank is perceived by the community."

National Bank was using LinkedIn Display Ads to promote products such as mutual funds. As the bank decided to promote its community activities - such as events for entrepreneurs and fundraisers for cancer charities - Santerre and his colleagues sought a marketing vehicle that would offer more engagement and social sharing.

Challenge

- Raise awareness of community activism
- Differentiate the bank's brand in a competitive marketplace

Solution

- Chose LinkedIn Sponsored Updates to share content and increase engagement and social sharing

Results

- **3X** average LinkedIn engagement rate
- **3X** average CTR
- **33%** increase in Company Page followers

Targeting content with Sponsored Updates

Sponsored Updates, which allow relevant content to appear alongside organic content in members' LinkedIn feeds, provided the way to engage with the targeted audience that National Bank needed. "With Sponsored Updates, we saw the opportunity to reach audiences who didn't have high awareness of our community programs," Santerre says. "And once we could engage them, they could become followers of our Company Page, where we can continue the conversation."

One Sponsored Update offered a membership discount at the Montreal Museum of Fine Arts Young Philanthropists' Circle for customers and employees of National Bank. Another update highlighted the bank's \$500,000 donation to the Quebec Breast Cancer Foundation. The emphasis of all the Sponsored Updates in this campaign was on service to the community, as opposed to products.

Banque Nationale La Banque Nationale fait un don de 501 650 \$ à la Fondation du cancer du sein du Québec grâce aux détentrices de la carte Allure MasterCard et à Banque Nationale Assurances.



Un don de plus de 500 000 \$ à la Fondation du cancer du sein du Québec

engagement.banquenationale.ca · Lors d'une soirée forte en émotions au Musée Grévin le 9 octobre dernier, la Banque Nationale a remis 501 650 \$ à la Fondation du cancer du sein du Québec grâce aux 65 000 détentrices de la carte Allure MasterCard et à Banque Nationale Assurances....

Organic

Targeted to: All Followers

11,459 impressions 27 clicks 33 interactions 0.52% engagement

Gained from Sponsoring
2 campaigns

+12,185 impressions +30 clicks +17 interactions +5 followers acquired +0.43% engagement

English: National Bank donates \$501,650 to the Quebec Breast Cancer Foundation through members holding an Allure MasterCard and National Bank Insurance.

The flexibility of Sponsored Updates, and the ability to target specific audiences, also appealed to Santerre and his team. "We can change the message and the images depending on the results for previous updates," Santerre says. "We can continually test and discover which messages get the most impressions, and how to strike a balance between talking about the brand and talking about community projects."

Santerre was also able to target Sponsored Updates by LinkedIn members' locations - an important benefit in a bilingual country, since French speakers and English speakers need to see updates in their relevant languages.

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Philippe Santerre

Advisor for Brand Management and Interactive Marketing
National Bank of Canada

High engagement, sharp growth in followers

Over the eight-week Sponsored Update campaign period, National Bank generated an average engagement rate three times higher than the average LinkedIn engagement rate, in addition to a clickthrough rate three times the LinkedIn average. The National Bank of Canada Company Page gained 1,700 new followers, increasing the number of non-employee followers by one-third.

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Banque Nationale L'abonnement VIP PLUS du Cercle des jeunes philanthropes du Musée des beaux-arts de Montréal est offert à un prix promotionnel pour les clients et les employés de la Banque Nationale!



Une initiation artistique et philanthropique signée Banque Nationale..

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Organic

Targeted to: All Followers

9,763 impressions 38 clicks 5 interactions 0.44% engagement

Gained from Sponsoring
2 campaigns

+53,477 impressions +199 clicks +21 interactions +17 followers acquired +0.44% engagement

English: The Montreal Museum of Fine Arts Young Philanthropists' Circle VIP PLUS membership is offered at a promotional price for National Bank's customers and employees!

Visit marketing.linkedin.com to learn how other marketers have successfully met their marketing objectives.