



# HSBC Chooses LinkedIn Elevate to Drive Awareness of Employee Expertise

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**Camila Romuld**  
Digital and Social Media Marketing Manager  
HSBC

## Creating strategic conversations with customers

HSBC’s relationship managers, who provide personal support and service to customers worldwide, are a key part of the financial and banking organization’s success. “We wanted to dismiss the perspective that our relationship managers are only operational,” explains Camila Romuld, Digital and Social Media Marketing Manager for HSBC. “We want to show that they can have strategic and high-level conversations with our clients.”

Content drives these conversations, Romuld adds, and HSBC produces a good deal of thought leadership content that helps build the bank’s image as a trusted financial resource. “Our content shows the value that the bank brings to our customers,” she says. To leverage this content, and use it to help relationship managers build their personal brands as well as stronger connections to customers, Romuld sought an employee advocacy solution.

## Challenge

- Position relationship managers as industry thought leaders
- Help employees build their personal brands
- Gain deep insights on engagement and audience

## Solution

- Help employees become thought leaders and measure the impact of sharing content, using LinkedIn Elevate

## Results

- Elevate users share **9x more frequently** than before, resulting in:
  - **4x more** Company Page followers
  - **2x more** Company Page views
  - **3x more** profile views
  - **3x more** connection requests

## More insights on engagement

High on Romuld's wish list for an employee advocacy platform was robust reporting on engagement - which led her to LinkedIn Elevate. "No other employee advocacy platform has access to audience demographics, such as the types of industries and companies we are interacting with," Romuld says. "Elevate is able to answer many questions for us, such as who we are reaching and who's sharing content. Knowing just engagement and share rates is not enough - we want a better view into the people who engage with us."

The ability to offer content suggestions via the Elevate feed - while allowing local regions to share content that's relevant to their unique audiences - helps relationship managers choose information that's fine-tuned for their connections. "And with the mobile app, they don't need to be in front of their computers - they can even share content while they're commuting to work," Romuld says.

## Content sharing increases awareness

Since HSBC began using Elevate, employees are sharing content 9X more frequently than before. As a result, these employees are getting 3x more profile views and connection requests than before using Elevate. They're also helping to influence 4X more new followers of HSBC's company page than before.

"Our goals were to increase HSBC's visibility and credibility, and we've succeeded by these measures," Romuld says. "Because employees love using Elevate, they're sharing content more than ever."

## Tips for launching a successful employee advocacy program

- Believe in the power of employee sharing, says Romuld. "Employee advocacy is the oldest form of marketing, using the newest form of technology - social media," she says. "Who better than employees to share content? When word of mouth comes from people you trust, it's very powerful."
- "Make sure you have support in local markets," Romuld says. Gaining buy-in from local markets also means allowing them to have a say in the content they share, and ensuring that it is meaningful for their specific audiences.
- Maintain enthusiasm by pushing out data to local managers, and highlighting your most engaged users. "We send a weekly email to our admins that shows our top sharers," Romuld says.

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