

ICICI Bank Case Study



ICICI Bank strengthens its brand among key audience segments with thought leadership campaign on LinkedIn

“Content is king. Hence we always focus on creating engaging content in a form that is relevant to the medium. Aware of the fact that people see us as a leader and an innovator in the areas of finance and technology, we developed content on these themes, tailor-made for the audience on LinkedIn. To ensure that the content reaches our desired target audience accurately and extensively, we found Sponsored Content to be a useful tool. We are happy to note that readers have liked our content which is reflected in our Content Marketing Score (CMS), the highest in the banking industry worldwide.”

Sujit Ganguli
Senior General Manager,
Head - Corporate Brand and Communications,
ICICI Bank Ltd.

Company Profile

ICICI Bank, the largest private sector bank in India, has a presence in 17 countries worldwide. It offers a wide range of banking products and financial services for corporate and retail customers through a variety of delivery channels. Its subsidiaries include India's leading private sector insurance companies and among India's largest securities brokerage, asset management and private equity companies. As of 31st December, 2015, ICICI Bank has a network of 4,156 Branches and 13,372 ATMs across India.

Objectives

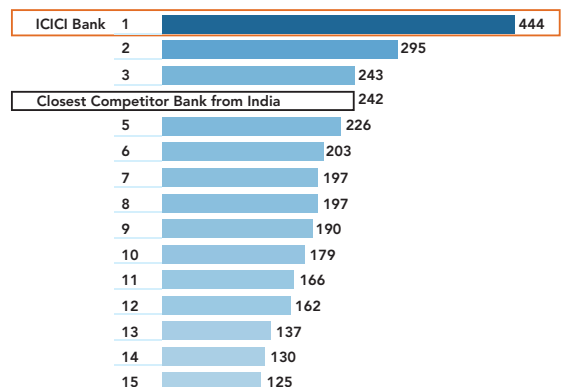
ICICI Bank, already a well-established brand in India, was looking to further expand its reach and market share. In particular, the banking institution wanted to reach out to High Net Worth Individuals (HNWI) and young working professionals. LinkedIn provided the ideal platform through which the bank could engage with these two sets of people, given the quality of audience available on LinkedIn. LinkedIn also offers the ability to target specific segments, in this case the HNWI category of CXOs and Directors, as well as mid and junior level managers and trainees.

ICICI Bank's objective on LinkedIn was to establish itself as a thought leader in the Banking and Financial Services sector and drive brand salience. The key insight for the Bank was that people visit LinkedIn for three purposes - Connect with other professionals, discover opportunities and get updated knowledge, inspiration and insights to better their profiles. Keeping this in mind, the Bank formed a robust strategy to address the third area.

Results in numbers:

- Acquired **4,058 new followers** from their desired audience base
- Came in **1st place for CMS on LinkedIn** for July 2015 via their Thought Leadership campaign
- Ranked as **India's 7th most influential brand on LinkedIn** across all sectors

ICICI Bank was the Most Engaging Bank on LinkedIn Globally in July 2015



*data for the month of July 2015 The table indicates the Content Marketing Score of Banks globally LinkedIn



ICICI Bank It is always important to keep a check on your debts. At times, they accumulate and can disturb your financial plans. Here is a four-level game-plan to dig your way out of debt.

ICICI Bank's popular infographic content posted on their company page mapped out a four step plan to manage debt.

The Bank through its wealth of work, expertise and experience generates a remarkable variety and quantity of content on a regular basis. This supply of content was married to the hunger of the LinkedIn audience for information on topics like Banking Innovations, Leadership, Career advancement, Updates on Economy, Market, Real Estate, etc., and Smart-banking (ICICI Bank's products and services). This was done through various formats like infographics, long-form articles and image posts, among others, to drive engagement across audiences.

Solutions

ICICI Bank wanted to engage with the audience in a meaningful way. A high Content Marketing Score (CMS) would reflect the bank's success in this endeavor.

The CMS considers the brand's performance on LinkedIn based on Reach, Frequency & Engagement. With the aim to increase the CMS, ICICI Bank conducted a campaign on LinkedIn in the month of July 2015 that featured fresh and original thought leadership content. The content was in the form of long-form articles, infographics, company updates and quizzes, propagated to targeted members. LinkedIn offered specific targeting options available for senior (HNWI) and junior (young) professionals, which allowed ICICI Bank to create customized content relevant to those particular groups. This also increased engagement with existing and potential customers.

The key LinkedIn product that ICICI Bank leveraged was the Sponsored Content which is well suited for content marketing campaigns. The Sponsored Content tool, a form of native advertising, helps a brand reach more people (and the right people), attract new followers, spread content across all types of devices, helps unlock the potential of content marketing and build the brand's presence on LinkedIn. LinkedIn's Sponsored Content features content that is created specifically for the target audience which consists of highly engaged individuals, thereby driving qualified and valuable leads for the brand.

With Sponsored Content, ICICI Bank sent out, directly to members' newsfeeds, eye-catching infographics, shared pithy content in the form of information on trending topics as well as short write-ups on relevant ICICI Bank products to engage with its target audience. Diverse topics such as "Best Places to Retire in India", "Smart Vault", "Questions to Ask a Company During an Interview" and "Dig Your Way Out of Debt" were the ones that attracted the most shares and gained viral status. **The original content, long form articles and infographics drove engagement levels to an all-time high, both organically and with paid activity.**

Visit <http://business.linkedin.com/marketing-solutions> to know more about LinkedIn Marketing Solutions or you can write to us at lmsindia@linkedin.com

ICICI Bank Retirement is synonymous with relaxation. Here is a list of cities to consider while deciding on the place to settle in India post retirement <https://lnkd.in/ebmeirA>



Best Places to Retire in India perspectives.icicibank.com . Retirement often evokes memories of a place that is all about relaxation and comfort, like a remote island. However tempting that sounds, you also need to be practical. Various cities in India not only offer a remarkable shift of pace from the...

ICICI Bank's article on "Best Places to Retire" drove over 800,000 impressions both organically and through Sponsored Content.

Results

The campaign performed extremely well – audience engagement rates were at an impressive 284% above LinkedIn benchmarks. During the course of the campaign, ICICI Bank acquired 4,058 new followers, all from their desired audience base, with whom the brand can now engage in the future using organic updates.

The viral impact of the campaign was a result of good traction in terms of Social Actions. Social Actions refers to social activities such as a 'Like', 'Share', 'Comment' and 'Follow' on a Sponsored Content. Social Actions lead to free impressions, served to the connections of the users who engaged with the Sponsored Content. Earned Media, which is activity generated by engaging with LinkedIn members, is the sum of monetary value of Impressions, Clicks, as well as Followers acquired due to viral impressions. The campaign saw ICICI Bank receiving an additional 80% in value in the form of Earned Media over and above the budget. 80% is a robust figure for ROI for a banking institution's campaign.

In terms of engagement, the "Young Professionals" group has been the audience with the highest engagement, at 2.03%, while the HNWI audience too had a good 1.76% engagement rating overall.

Overall, this was an extremely successful campaign for ICICI Bank, both in terms of achieving its core objective of high engagement with the target audience, as well as in expanding reach, gaining relevant followers, and enjoying a better brand recall.

For the months of July and August 2015, amongst all Banking and Finance brands globally, ICICI Bank came in 1st place for CMS on LinkedIn as a result of the engaging content and extensive reach of their Thought Leadership campaign. In India, ICICI Bank also ranked as the country's 7th most influential brand on LinkedIn, across all sectors.