



## Compared to other social platforms, LinkedIn Sponsored Content drives 5x more social interaction for BT Financial

BT Financial used LinkedIn Sponsored Content to promote their content in the LinkedIn feed to drive greater engagement with professionals and to strengthen their position as a thought leader.

### Challenge

With expertise in superannuation (pensions), investment and insurance, BT Financial helps thousands of Australians by offering guidance and tips to help people achieve financial success.

BT Financial wanted to increase the exposure of their thought leadership content within a professional environment. BT Financial also wanted to raise the visibility of the company blog to stimulate greater interaction and content sharing.

### Solution

LinkedIn provided the right platform for BT Financial to engage and build relationships with senior level professionals.

Through a series of company updates BT Financial were able to disseminate content regarding Australian's financial future. This was amplified through the use of LinkedIn's Sponsored Content. It enabled BT Financial to reach and start building a relationship with professionals who were not connected to BT through the content.

Beyond the consumer play, BT Financial launched The Stella Network group. This group is aimed at women in financial planning or those looking for a career within financial planning and serves as an opportunity for this community to network, connect and collaborate.

Different sources of content, including content from the Stella group discussions, were trialed to ensure its success. The most successful Sponsored Content featured content that addressed an audience need was an article focused on what a stay-at-home-mum was worth in dollar value.

### Results

The Sponsored Content campaign delivered an average engagement rate of **1.2%** and an average click through rate of **1.1%** sitting well above the average LinkedIn engagement rate of **0.3-0.5%**. Since 2013 BT has reached more than a million LinkedIn members.

Mark Murray, BT Financial Group's Chief Marketing Officer, comments "Social interaction for BT on LinkedIn is five times higher than on any other network\*. We also see that our activity on LinkedIn has a knock on effect on our Twitter followers. We regularly see tweets sharing content from the BT Financial Group's Company Page on LinkedIn."

\* Excluding Instagram (BT's Instagram community size was too small to appropriately compare social interactions with BT's other social platforms)

## Campaign Screenshots

**BT Financial** What is the true dollar cost of the often unseen and sometimes unappreciated work stay-at-home mums do for free? The answer may surprise you.



### What's a stay-at-home mum worth in 2013?

[insights.bt.com.au](http://insights.bt.com.au) • Find out what your mum pay check should be.

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