



HSBC uses Sponsored Content 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 planning to do 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 Content 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 Content 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 Content allows 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 Content, 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
- Engaged with top titles including CEO, vice president, and director of operations

“At HSBC, we want to engage and inspire our key business audience with content which positions us as a thought leader. LinkedIn’s Sponsored Content has 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

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