



# Using Sponsored Content, 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

- Use LinkedIn Sponsored Content to increase engagement and social sharing

## Results

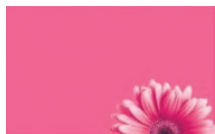
- **3X** average LinkedIn engagement rate
- **3X** average CTR
- **33%** increase in Company Page followers

## Targeting by location in a bilingual country

Sponsored Content, which allows you to deliver relevant content straight to the LinkedIn feed, enabled National Bank to engage the target audience they sought. "With Sponsored Content, 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 could continue the conversation."

One Sponsored Content campaign 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 Content 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	27	33	0.52%
impressions	clicks	interactions	engagement

**Gained from Sponsoring**  
2 campaigns

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

"Sponsored Content is helping us show that National Bank is a good corporate citizen. With higher engagement in our content and steady growth in our Company Page followers, we can deliver even more content that builds our brand image and sets us apart from the competition."



### Philippe Santerre

Advisor for Brand Management and Interactive Marketing  
National Bank of Canada

## High engagement, sharp growth in followers

Over the eight-week Sponsored Content 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	38	5	0.44%
impressions	clicks	interactions	engagement

**Gained from Sponsoring**  
2 campaigns

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

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