

Reliance Mutual Fund Case Study

Reliance Mutual Fund multiplies users and shows strong brand presence using LinkedIn



"LinkedIn helped us reach out to a well defined community with targeted and focused interventions. The campaign generated sharp consumer insights, which helped us build a relevant and winning mix to engage consumers."

Ajay Jethi,
Chief Marketing Officer,
Reliance Mutual Fund

Company Profile

Reliance Mutual Fund (RMF), part of the Reliance Group, is one of India's leading and fast growing mutual fund houses in the private sector, with six million investor portfolios. RMF offers investors a versatile portfolio of products to meet varying investor requirements and is available in 179 cities across the country. The company constantly endeavors to launch innovative products and customer service initiatives to increase value to investors. Reliance Capital Asset Management Limited ('RCAM'), a subsidiary of Reliance Capital Limited (RCL), is the asset management arm of RMF.

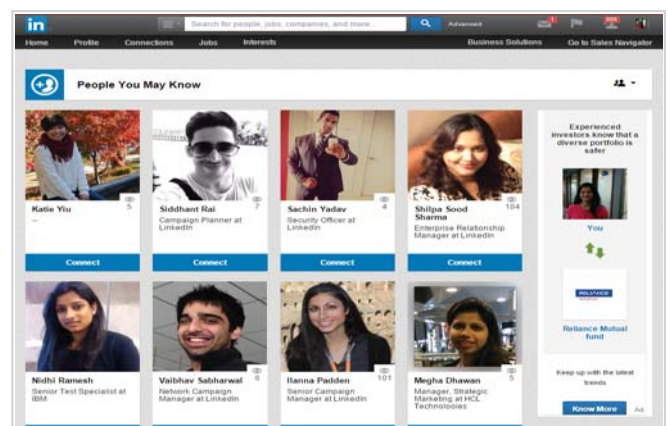
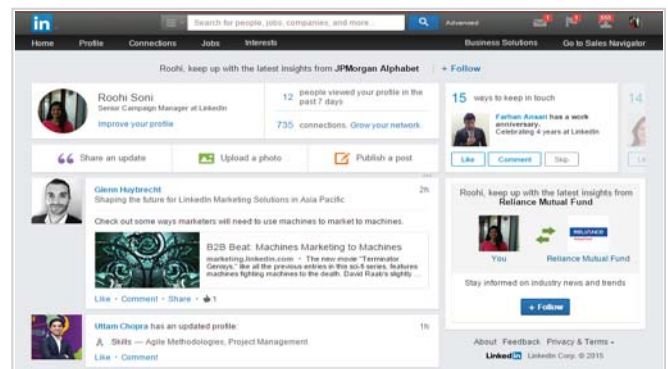
Reliance Capital has interests in asset management and mutual funds; life and general insurance; commercial finance; equities and commodities broking; wealth management services; distribution of financial products; asset reconstruction; proprietary investments and other activities in financial services.

Objectives

RMF's aim was to reach a specific audience to generate leads and create awareness of the brand. The marketing objectives that RMF wanted to address through a LinkedIn campaign were twofold. First was to build a community consisting of investment-oriented people in the 25-34 age group and engage with them on a regular basis to develop brand saliency. Second, RMF wanted to reach out to SMBs on LinkedIn to engage with them and understand their investment needs.

Results in numbers:

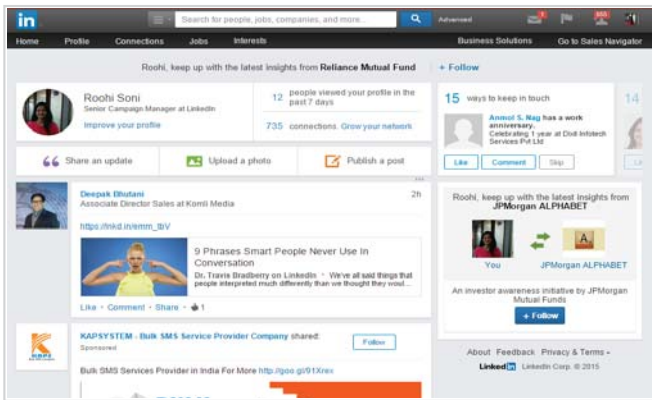
- Overall campaign generated **CTR of 0.44%** and **engagement rate of 0.67%**
- **Acquired 7,480 followers** with a unique reach of **600K+** audience
- Garnered an **additional 26%** of the total **Sponsored Spends** as free earned media



Solutions

Knowing that LinkedIn allows for effective, specific targeting and offers a wider reach, RMF chose to work with LinkedIn to achieve their marketing goals in preparation for launching a new product or service. LinkedIn offered specific targeting that could not be achieved via other social media. Keeping in mind that access to a niche audience and their requirements was available on LinkedIn, RMF used **LinkedIn's Sponsored Updates, Spotlight Ads and Followers tool** to improve their quality of audience, connect with professionals and engage existing and potential customers, to build brand awareness and presence. RMF's multi-product strategy helped the brand amplify its reach across the target audience and helped improve the audience engagement.

RMF ran a campaign beginning from November 2014 that ran until April 2015, using LinkedIn.



Results

The campaign performed really well, posting numbers 1.8 times above the LinkedIn benchmark.

Spotlight Campaign

The Spotlight campaign reached 778K+ users from the target audience. The CTR was 0.05%.

Impressions	Reach (Unique Members)	Clicks
1,581,238	778,228	768

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Follower Campaign

Follower campaign performed well with a CTR of 0.25% which is 33% higher than the median LinkedIn Benchmark for the respective audience. The Campaign acquired 7,480 followers with a unique reach of 600K+ audience. The paid activity with Follower ads and Sponsored Updates resulted in the growth of Organic followers by 2X rate compared to duration before the campaigns were live.

Acquired Followers	Unique Members Reached	Impressions
7,480	608,943	2,847,034

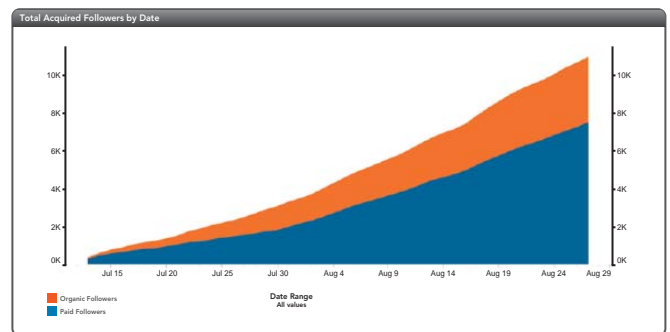
Sponsored Updates

Due to the viral impact of the campaign, the campaign generated additional 26% of the total Sponsored Spends as free earned media. The engagement rate was 1.6 times above LinkedIn's benchmark engagement rate, with strong interest generated amongst the target audience. RMF found that 64% of all social actions resulted in the user deciding to follow the company.

Performance

The overall campaign generated a CTR of 0.44% and an engagement rate of 0.67%. The B2C Campaign performance was also fantastic with a CTR of 0.62% and an engagement rate of 1.17%. The fact that the engagement rate on the B2C campaign was 2X higher than the overall engagement rate indicated that the content share had more social actions (2,665 social actions).

The campaign acquired 1,100+ followers for no additional cost. This is a great indication that these users resonated well with the content and want to hear more from RMF.



Disclaimer

Mutual Fund investments are subjected to market risks. Please read all scheme-related documents carefully.