

# Rethink

THE CUSTOMER JOURNEY:  
YOUNG PROFESSIONALS  
AND HIGH NET WORTH  
INDIVIDUALS



**JOURNEY STAGE:**  
Engagement



**AUDIENCE:**  
High Net Worth  
Individuals &  
Young Working  
Professionals



**SECTOR:**  
Banking

## CONTENT TRULY CAN BE KING

*ICICI Bank strengthens its brand among  
key audience segments with a thought  
leadership campaign through LinkedIn  
Marketing Solutions: Financial Services*



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## THE CHALLENGE

Increasingly, High Net Worth Individuals (HNWIs) are self-directed so how do retail banks add value to their customer journeys and create content that stands out when:

- There is a plethora of content in the marketplace positioned in the thought leadership space?
- Technology is a disrupter reshaping the financial services sector and brands have to offer content across multiple channels?
- The target audience is known to question the value of any content received?
- Content marketing can resonate in different ways depending on the key life stage of the customer?

In July 2015, ICICI Bank partnered with LinkedIn Marketing Solutions: Financial Services to deliver a successful campaign of fresh and original thought leadership content in a truly innovative way.

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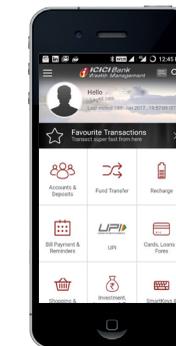
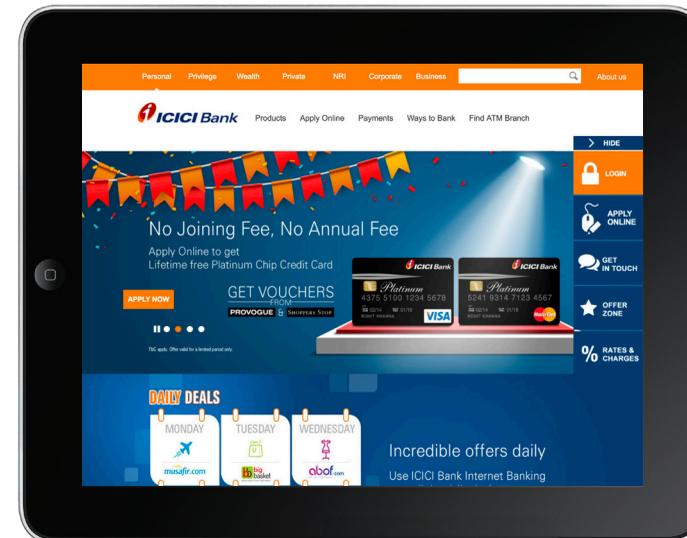
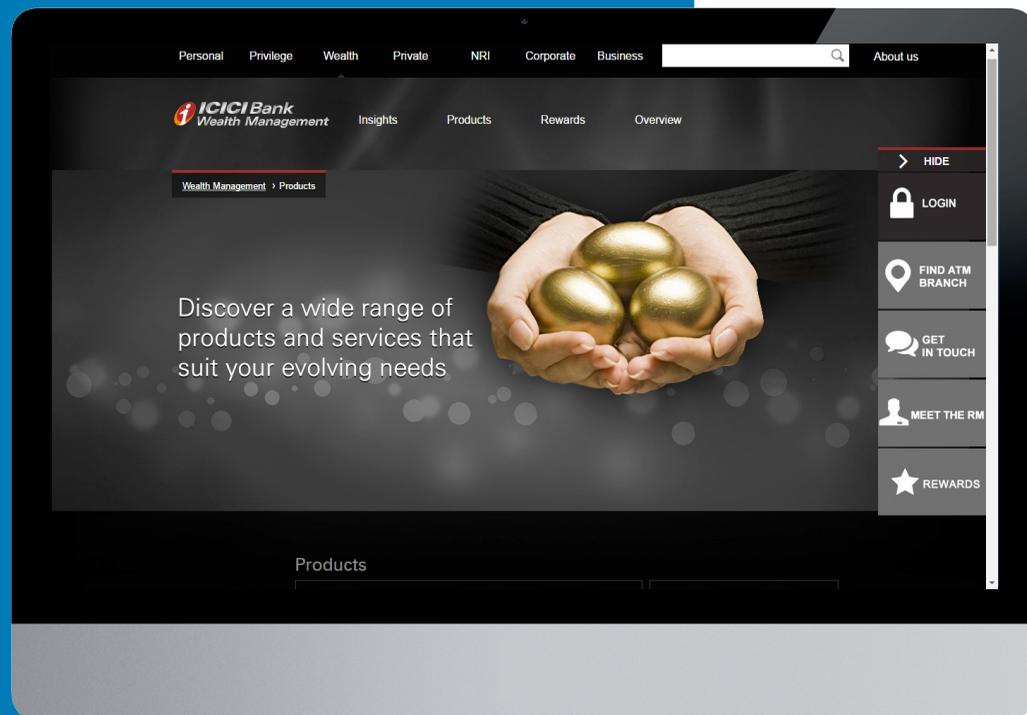
# CLIENT PROFILE AND CAMPAIGN OBJECTIVE

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, largest securities brokerage, asset management and private equity companies. As of March 31, 2016, ICICI Bank has a network of 4,501 branches and 14,146 ATMs across India.

ICICI Bank, already a well-established brand in India, looked to further expand its reach and market share. In particular, the banking

institution wanted to reach HNWIs and young working professionals. LinkedIn Marketing Solutions: Financial Services provided the ideal platform through which the bank could engage with these two demographics, given the quality of the audience available on LinkedIn.

ICICI Bank's objective was also to position itself as a thought leader within the financial industry and drive brand salience. The key insight for ICICI Bank was that people visit LinkedIn for three purposes - to connect with other professionals; discover opportunities; and get updated knowledge, inspiration and insights to better their profile. ICICI Bank partnered with LinkedIn Marketing Solutions: Financial Services to develop and deliver a robust strategy to address the third area.



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## THE TARGET AUDIENCE

“India is home to the fourth largest population of High Net Worth Individuals (HNWIs) in the Asia Pacific region with total wealth of USD 797 billion.”

*Asia-Pacific Wealth Report, Capgemini, January 2017*

LinkedIn offered the ability to target specific segments, in this case the HNWI category of CXOs, directors, and managers with relevant customised content. LinkedIn provided the ideal platform to effectively engage with these audiences, which included existing and potential customers.

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# CREATIVE SOLUTIONS

ICICI Bank, through its wealth of work, expertise and experience, generates a remarkable variety and quantity of marketing content on a regular basis. This supply of content was married to the hunger of LinkedIn's audience for information on topics such as banking innovation, leadership, career advancement, updates on economy, market, real estate and smart-banking (ICICI Bank's products and services).

ICICI Bank wanted to engage with its audience in a meaningful way. A high Content Marketing Score (CMS) would reflect the Bank's success in this endeavour. The CMS considers the brand's performance on LinkedIn based on reach, frequency and engagement.

In July 2015, ICICI Bank partnered with LinkedIn Marketing Solutions: Financial Services to deliver a campaign of fresh and original thought leadership content. This took the form of infographics, long-form articles, company updates and quizzes to drive engagement across the target audiences.

"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 content reached our desired target audience accurately and extensively, we found Sponsored Content to be a useful tool."

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



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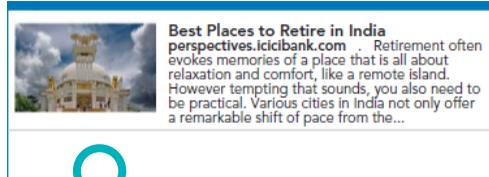
The key LinkedIn product that ICICI Bank leveraged was Sponsored Content, which is well suited to content marketing campaigns. A form of native advertising, Sponsored Content helped ICICI Bank reach not only more people, but the right people. It also helped attract new followers, with content spread across all types of devices, and unlocked the potential

of content marketing to build the brand's presence on LinkedIn. Thought leadership content was created specifically for the highly engaged target audiences. 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' attracted the most shares and gained viral status.



ICICI Bank wanted to establish itself as a thought leader and drive brand salience.

Sponsored Content



Sponsored Content



Sponsored Content



LinkedIn's bespoke solutions enabled ICICI Bank to engage effectively with the right target audiences.



Sponsored Content



Sponsored Content

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## THE RESULTS

By partnering with LinkedIn Marketing Solutions: Financial Services, engagement levels were at an all-time high, both organically and with paid activity at an impressive 284% above LinkedIn benchmarks. Overall, this was an extremely successful campaign in terms of achieving the core objectives of high engagement with the target audiences, expanding reach, gaining relevant followers and enjoying a better brand recall.

“We are happy to note that readers have liked our content, which is reflected in our Content Marketing Score, the highest in the banking industry worldwide.”

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

1st place



in April, May, July, August & December 2016 for CMS on LinkedIn amongst all global banking brands

7th

most influential brand in India, across all sectors

800,000

impressions both organically and through Sponsored Content for 'Best Places to Retire in India' article

4,058



new followers from desired target audience during campaign

80%



additional value achieved for Earned Media

2.03%



engagement rate for Young Working Professionals audience

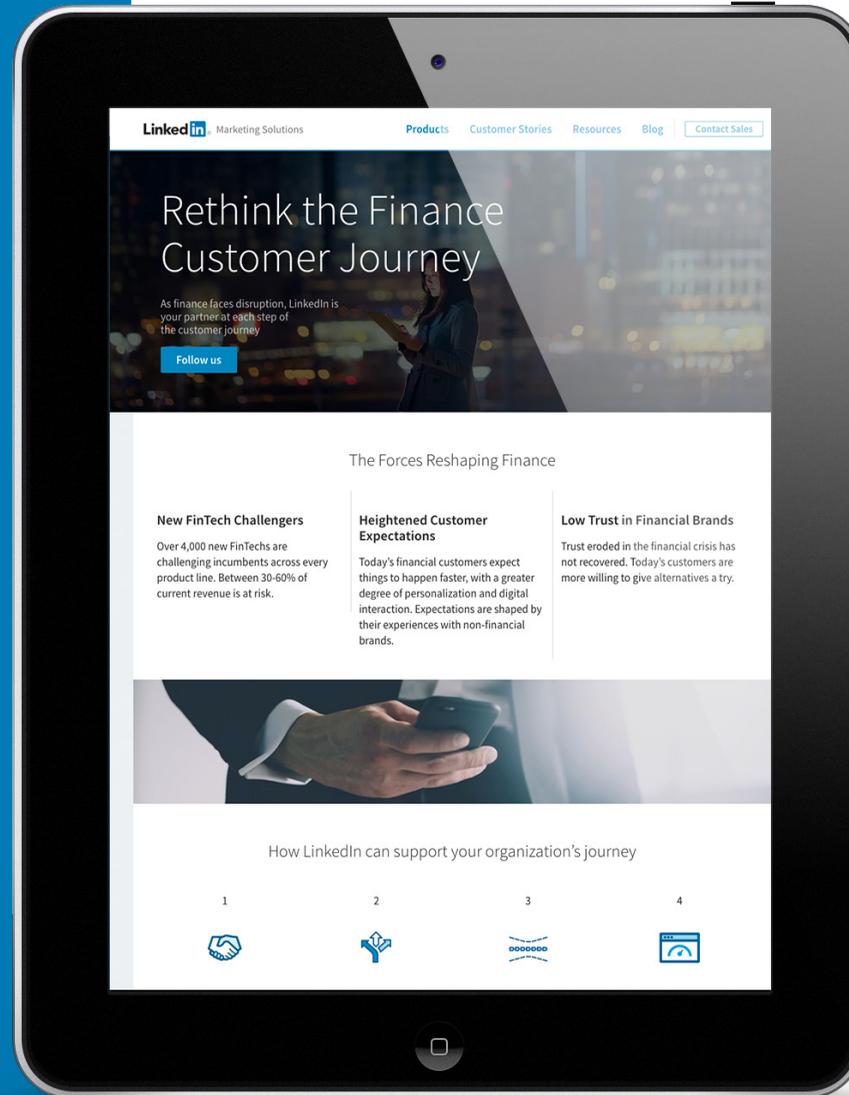
1.76%



engagement rate for HNWI's audience

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## HOW LINKEDIN CAN HELP YOU RETHINK YOUR CUSTOMER JOURNEYS

At LinkedIn Marketing Solutions: Financial Services we aim to partner with financial brands to help them rethink their customer journeys.

### We can do this through:

- **Our Platform:** Offering scale as well as granularity to provide deep insight into your clients and their life journeys.
- **Marketing Solutions:** Driving deeper engagement with personalized, compelling and 'always on' content matched to each stage of your customers' journey.

Visit [www.business.linkedin.com/marketing-solutions/financial-services-marketing](http://www.business.linkedin.com/marketing-solutions/financial-services-marketing) to find out more about how LinkedIn Marketing Solutions: Financial Services can help you rethink your own organisation's customer journey and connect you to the audiences and issues that matter most.

## CONTACT US

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## VISIT US AT

<https://business.linkedin.com/marketing-solutions/financial-services-marketing>

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