Linked in

How a leading financial services firm using brand awareness objectives to increase familiarity and ultimately brand trust using LinkedIn's audience targeting and measurement

A mix of high-quality content and targeting delivered a double-digit brand lift measurable by audience segment.

The Challenge

According to previous brand studies, brand perception was perpetually flat.

For nearly a year, a prominent financial services firm had been producing content and distributing it on LinkedIn with the goal of increasing brand awareness, but to no avail.

This isn't entirely unusual—building inroads with consumers takes time. But the financial services company had made a significant investment in content production, building out an in-house editorial team to produce professional-grade podcasts and video series. Despite its glowing reputation within the world of high finance, the brand is less known to people outside the financial sector. After several quarters of content production, the company's brand awareness, as measured by market research firm Nielsen, remained stagnant.

The content and targeting were refined and strong, but not *all* content spoke to *all* of the brand's audiences.

Strategy

The LinkedIn Marketing Solutions Team surmised that the financial services brand was pushing its content out too widely. Instead the brand should focus and test select content categories to select audiences, specifically finance and non-financed focused subsegments. This group would drive the greatest gains in familiarity, the team hypothesized.

The brand wanted to increase familiarity among people outside of finance by serving them two different types of content:

1. **Financial thought leadership:** video and audio content about the financial markets and the firm's market outlook to highlight the firm's investing acumen.

2. **Social contribution content:** articles about the firm's various social wellness efforts, such as investing in sustainability.

Execution

First, the campaign targeted members who work outside of the finance industry. The campaign utilized split testing to gauge content resonance against their non-finance focused targets utilizing split testing. The brand also wanted to know how content type affects brand health, so it split this non-finance audience into two groups and served them different stories:

Group A received finance news and investment advice videos and podcasts.

Group B received stories about the firm's social impact initiatives.

The brand served media to these audience segments for a quarter, after which Nielsen surveyed the members of these groups to judge any fluctuations in brand awareness (Group A).

Results

Beyond increasing brand awareness with the audience targeting strategy, the brand also partnered with LinkedIn and Nielsen to gain insight into how different kinds of content affect specific forms of brand perception.

Those that received finance-related content (Group A) had **8% higher agreement** with the attribute "is my source for insights on markets and the global economy", reinforcing the brand's reputation as an expert on the financial market.

Those that received social impact (Group B) showed a **12% lift** in brand awareness.

Group A
8%

Group B
12%
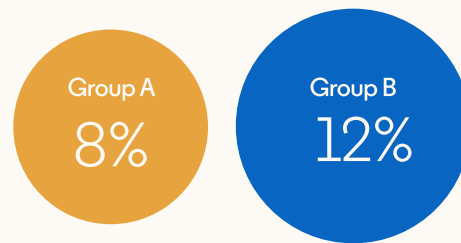
"*Source: Nielsen Custom Brand Lift Study Commissioned by LinkedIn; September 20-27, 2021"

" A 12% lift in brand awareness is a big win for us. So was the ability to increase perception of our firm as an essential resource for economic insight. Through the creative content we produced and the brand study we worked on with LinkedIn, we were able to reach the right audiences with the right messages to drive significant impact. "

– The financial services firm's Global Head of Media

The Takeaway

Marketers often debate whether a successful campaign is the result of compelling messaging or precise targeting. This campaign proves it's not one or the other, but both.

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