

Rethink

THE CUSTOMER JOURNEY:
SENIOR HUMAN
RESOURCE
PROFESSIONALS



JOURNEY STAGE:
Engagement



AUDIENCE:
Senior human
resource professionals
working within
benefits department
of corporations



PRODUCT:
Employee
banking

START CONVERSATIONS, BUILD TRUST

To build genuine relationships with benefits professionals, it is imperative to know your market inside out. So, how can marketers engage in authentic conversations?

Standard
Chartered 

LinkedIn Marketing Solutions

A photograph of a middle-aged man with dark hair, smiling and looking towards a woman on his left. He is wearing a dark suit jacket over a light blue button-down shirt. The woman is partially visible, wearing a blue blazer. They appear to be in an outdoor setting with a blurred background.

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THE CHALLENGE

Senior human resource professionals are time-poor and often inundated with new information. Reaching out to them means connecting in a genuinely helpful and relevant manner.

As part of its program to explain the structured domestic and regional staff benefits of its employee banking offering, Standard Chartered Bank knew it had to reach decision makers within the employee benefits departments within its target markets of India, UAE, Hong Kong and Singapore.

The key to success would be in pitching the message with precision and timeliness.

The partnership with LinkedIn Marketing Solutions: Financial Services enabled Standard Chartered Bank to be in the right place, at the right time with the right content.

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CLIENT PROFILE AND CAMPAIGN OBJECTIVE

Standard Chartered Bank is a multinational banking and financial services company. It operates a network of more than 1,200 branches and outlets across more than 70 countries, offering banking services in some of the world's most dynamic markets including Asia, Africa and the Middle East.

Its employee banking proposition is all about helping companies meet their employees' financial needs through structured domestic and regional staff benefits programs.

To drive awareness of this proposition among targeted decision makers, it was essential for the marketing team to identify in detail the right skills, seniority levels and needs – past, present and future. Only then could their marketing teams develop an authentic client relationship based on trust.



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THE TARGET AUDIENCE

“Trust arrives by foot and leaves by Ferrari.”

Mark Carney, Governor of the Bank of England

Within the financial services sector, trust is an essential element in every client relationship. When working with senior human resource professionals, this cannot be built overnight, nor can it be constructed within a product-sell environment.

Achieving trust with this target audience required the ability to establish ongoing, authentic and relevant conversations around what employees want and need to perform at their best.

Only when the target audience acknowledged that Standard Chartered Bank was consistently delivering useful content that applied to their goals, could the conversation start.

Through LinkedIn Marketing Solutions: Financial Services, Standard Chartered Bank was able to identify not just the key needs of the human resource community but also how best to engage with them.

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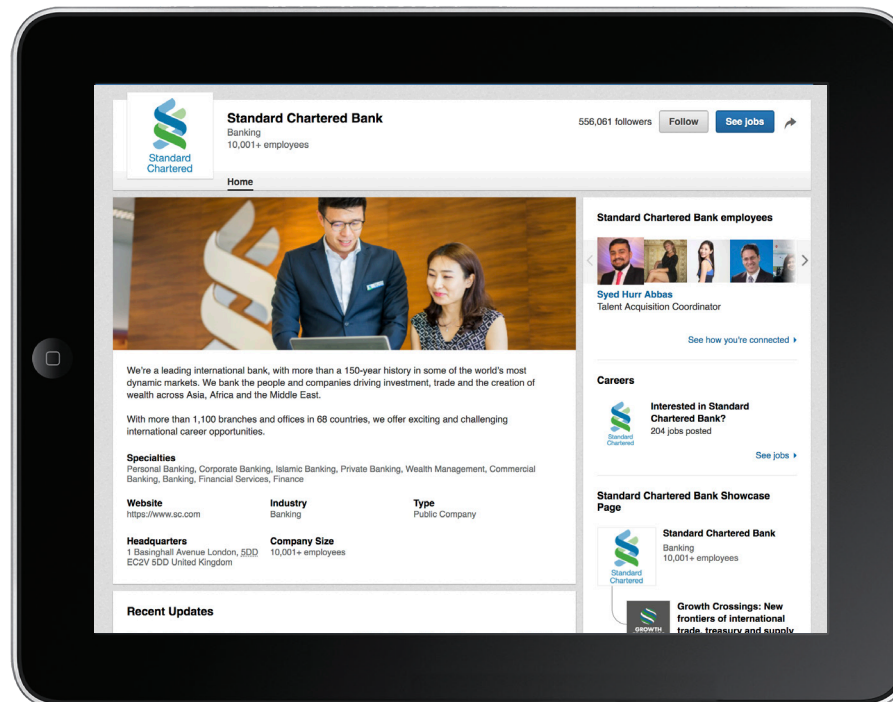
CREATIVE SOLUTIONS

Standard Chartered Bank knew it had to reach out to a niche audience in a tightly defined geographic market that covered South East Asia, the Middle East, Greater China and Asia.

LinkedIn's ability to target with precision, by industry, sector and job title, made it a perfect partner. The platform's tools also enabled the bank to transfer intelligence around its customer needs into the formats that proved the most engaging in each individual market.

With many of the target audience already talking, seeking and sharing information on LinkedIn, it was the perfect launchpad for Standard Chartered Bank to reach out and get the conversation flowing.

The bank was able to build a clear picture of how different types of targeting was received in each market, providing an opportunity to optimize what was working and tailor its ongoing engagement strategy.



“LinkedIn Marketing Solutions: Financial Services offered the perfect context for our challenge, by placing conversations with our clients at the right moment, at the right place and time.”

**Norliza Kassim, Head of Digital Engagement & Content,
Global Digital Marketing, Standard Chartered Bank**

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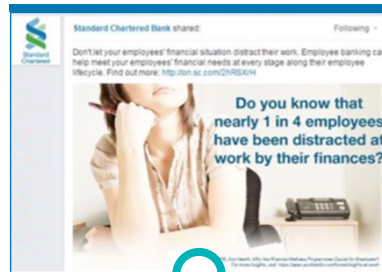
Sponsored Content was found to be one of the most powerful forms of promotion in terms of engagement and response rate.

In particular, Standard Chartered Bank followed a well-established content marketing roadmap. Starting with an understanding of customer pain points, it was able to select the relevant solutions from its product set.

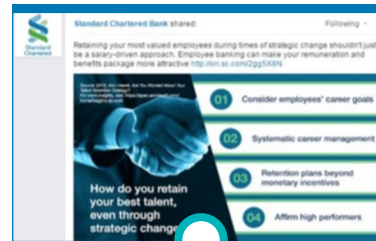
Infographics and people-focused images were tested to identify the audience 'sweet spot' before the conversation was mapped out through a formal content calendar. Original and repurposed content – including short, easily digestible snippets – were used with the message then amplified through social media.

LinkedIn's platform enabled the bank to test, with a subset of the audience, differences such as headlines and publication timings. This helped to steer and enhance the content program.

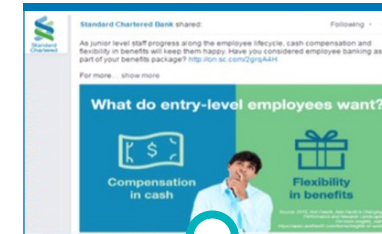
Sponsored Content – Hong Kong



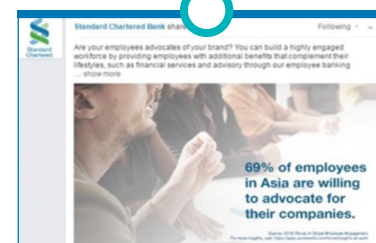
Sponsored Content – UAE



Sponsored Content – Hong Kong



Sponsored Content – Singapore



Sponsored Content – India

Standard Chartered Bank wanted to build genuine relationships with benefit human resource professionals

LinkedIn's bespoke solutions enabled Standard Chartered Bank to be in the right place, at the right time with the right content

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THE RESULTS

LinkedIn Marketing Solutions: Financial Services not only helped Standard Chartered Bank target its audience with pinpoint accuracy but it also helped with the creation, development and implementation of a campaign of authentic communication with this niche market.

To accompany the campaign, Standard Chartered Bank built a set of KPIs around content consumption. These enabled it to understand:

- What was being read and shared
- How the audience was consuming the content
- How website traffic was being impacted
- How many active leads were being generated

“Credible and trusted content actively helped our regional managers start trust-based conversations. That, to us, is gold.”

**Norliza Kassim, Head of Digital Engagement & Content,
Global Digital Marketing, Standard Chartered Bank**

The overall effect on activity has been akin to “a hockey stick lift” in performance:

2x

Engagement rates
doubled across
the region



4x

Employee banking
page visits
quadrupled



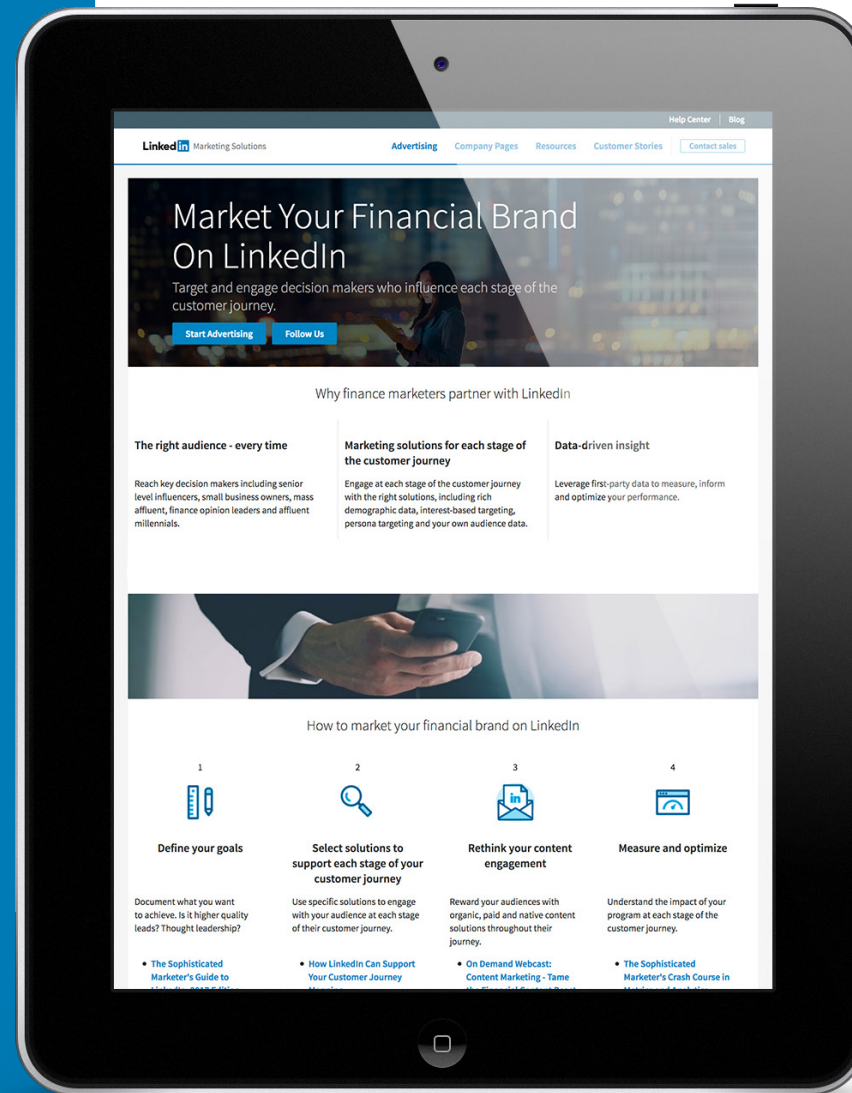
Up to nine times

More leads were generated than usual



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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.

Get in touch through the contact details overleaf to find out more about how LinkedIn Marketing Solutions: Financial Services can help you rethink your own organization's customer journey and connect you to the audiences and issues that matter most.

CONTACT US

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

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ABOUT LINKEDIN | LinkedIn connects the world's professionals to make them more productive and successful and transforms the ways companies hire, market and sell. Our vision is to create economic opportunity for every member of the global workforce through the ongoing development of the world's first Economic Graph. LinkedIn has more than 530 million members and has offices in 30 cities around the world.

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