

Rethink

THE CUSTOMER JOURNEY:
FINANCIAL SERVICES



JOURNEY STAGE:
Awareness



AUDIENCE:
Corporate Finance
Executives &
Institutional
Investors



SECTOR:
Financial
Services

THE AIM GAME: HOW TO DELIVER YOUR MESSAGE WITH PRECISION

Mizuho is a brand ubiquitous in Asia, yet relatively unknown in North and South America. Mizuho Americas found an effective and economical means to drive awareness of their brand in the Western Hemisphere, by hyper-targeting the right decision makers with engaging content.

MIZUHO

LinkedIn Marketing Solutions



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THE CHALLENGE

Every major business across the globe needs the support of a financial services provider. For global financial services providers to be successful, they need to have regional appeal. Fierce competition in the U.S. amongst Wall Street firms presents a significant challenge for international firms trying to deliver a compelling message to decision-makers in this market.

Adding to the challenge these firms face, there remains a distinct lack of trust in the sector, as chronicled in such surveys as the 2017 Edelman Trust Barometer. Targeting key decision-makers and those within their sphere of influence in a meaningful way is therefore crucial to success.

But how can financial marketers engage effectively with senior finance executives when:

- There is uncertainty whether content is reaching the right target audience?
- Decision-makers in the industry are known to have limited time?
- Competition is fierce among financial services firms?
- Content has to stand out and deliver value?

In March 2017, Mizuho Americas successfully partnered with LinkedIn Marketing Solutions: Financial Services to create and implement a highly-targeted content marketing campaign that achieved results above and beyond expectations.

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CLIENT PROFILE AND CAMPAIGN OBJECTIVE

Mizuho Financial Group is one of the largest financial institutions in the world, with more than 900 offices and 56,000 employees worldwide in nearly 40 countries. Its deepest roots are in Asia, where the brand traces its earliest iteration to 1873 in Japan. Mizuho's corporate culture was built in the tradition of relationships and respect that infuse all its divisions and has served as its main differentiator.

Today, Mizuho Americas represents the bank's expansion to the west and a merging of honor and entrepreneurship that brings together the best of both hemispheres. It offers a full suite of corporate and investment banking services such as financing, securities, treasury services, asset management, research and more.

Its competency is backed by high credit ratings, a well-capitalized balance sheet and a stable reputation rare among the biggest Wall Street firms.

The key objectives for Mizuho Americas' campaign were:

- To increase Mizuho Americas' brand recognition
- To ensure a key strategic content marketing campaign hit the right audience so not to waste valuable marketing dollars and
- To highlight its value proposition and unique differentiating factors in an authentic and natural way

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THE TARGET AUDIENCE

It's well known that corporate finance executives and institutional investors have limited time. Therefore, financial services marketers find that their content has to work twice as hard to have an impact. The answer?

TARGETING.

As part of a wider social media strategy, Mizuho Americas looked to LinkedIn Marketing Solutions: Financial Services to execute a highly targeted campaign given its niche target audience. At the same time, Mizuho Americas wanted to refine and hone its strategy by better understanding the nuances of this unique audience.

LinkedIn Marketing Solutions: Financial Services provided the ideal platform with Matched Audience, as they were not only able to target by location but also, uniquely to LinkedIn, by company name, job title and job function.

Mizuho Americas was looking for an approach that was effective so that existing and prospective clients would see its custom content in feeds when they logged onto the LinkedIn platform. It was clear during the planning process that the content should only engage people who were relevant to its business. LinkedIn provided the ideal channel, where highly refined decision-makers could be exposed to relevant and insightful content.



“For marketers looking to reach a high caliber audience, LinkedIn should be central to your media plan. Through its Matched Audience offering, LinkedIn allows marketers to reach the exact audience they need to move the needle for their business.”

Courtney Silverstein, Vice President, Social Media, Mizuho Americas

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Mizuho Americas' marketing strategy focused on a partnership with WSJ. Custom Studios, part of The Wall Street Journal's advertising department, which helped create a custom platform of multimedia content including video, articles and an infographic that lived on The Wall Street Journal's site. This helped Mizuho Americas bring its growth story to life and position itself as an industry thought leader.

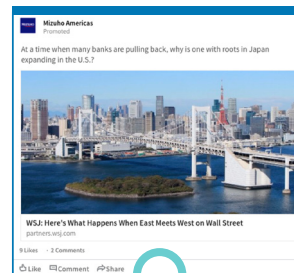
Central to this strategy was the targeting support of LinkedIn Marketing Solutions: Financial Services. This partnership with LinkedIn enabled Mizuho Americas to target its content to relevant and receptive audiences, ensuring the perfect complement to The Wall Street Journal's media plan.

The ability to refine datasets enabled Mizuho Americas to distribute content that added value to the target audiences' LinkedIn experience, leaving them with a positive perception about the brand.

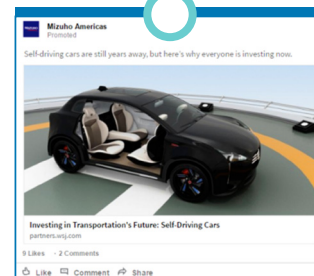
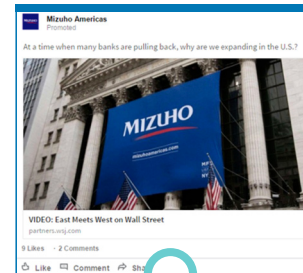


Mizuho Americas wanted to ensure their content marketing had impact and engaged effectively with senior finance executives

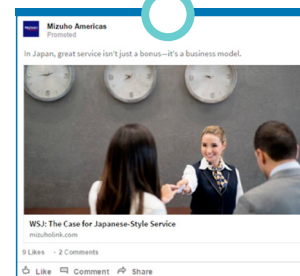
Matched Audience Sponsored Content



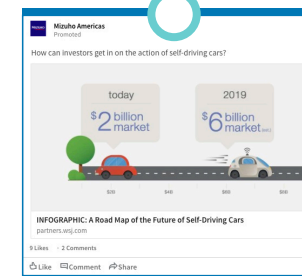
Matched Audience Sponsored Content



Matched Audience Sponsored Content



Matched Audience Sponsored Content



Matched Audience Sponsored Content

LinkedIn's bespoke solutions enabled Mizuho Americas to run a highly-targeted impactful content marketing campaign which achieved results well above expectations

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THE RESULTS

In partnering with LinkedIn Marketing Solutions: Financial Services on the delivery of a content marketing strategy, Mizuho Americas surpassed their campaign benchmarks.

The LinkedIn platform also provided insightful reporting and analytics, which was a powerful tool to influence senior stakeholders on future strategic campaigns.

Elevating video and editorial content through Sponsored Content posts to highly targeted audiences will remain a core feature of the Mizuho Americas' marketing strategy. Most recently, it activated a new campaign around its technology investment banking in San Francisco, United States.



“The Marketing Solutions team at LinkedIn is unparalleled. They will be by your side throughout the entire process, giving you strategic guidance on how to best achieve your goals. It wasn’t just a vendor partnership as LinkedIn went above and beyond which was really appreciated. The robust analytics we were given at the end of the campaign allowed us to show our executive leadership the impact of the campaign among our target audience.”

Courtney Silverstein, Vice President, Social Media, Mizuho Americas

442k
Impressions in feed



20%
Of impressions
gained virally



7.2k
Social interactions (click, like, comment, share)

4x

Benchmark for
engagement rates



3x

Benchmark for
click through rates



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THE RESULTS

According to Gilberg, LinkedIn is increasingly Mizuho Americas' most important digital ad channel because of the "[high] caliber of its audience." She called its ad platform "[the] best format for driving traffic to [Mizuho's] website."

Totev also favors LinkedIn as "a great platform for highly targeted campaigns based on titles." He said LinkedIn has enabled S/4HANA Cloud to execute campaigns to reach CFOs at a specific point in their tenure at a new company — a sweet spot in which they are more likely to buy. "LinkedIn offers a bit more background in when people leave their jobs and start new roles. This is very important in B2B, and it can't be done on any other platforms."



"It's the best format for driving traffic to Mizuho's website."

Cheryl Gilberg, Managing Director and Chief Communications and Marketing Officer, Mizuho Americas

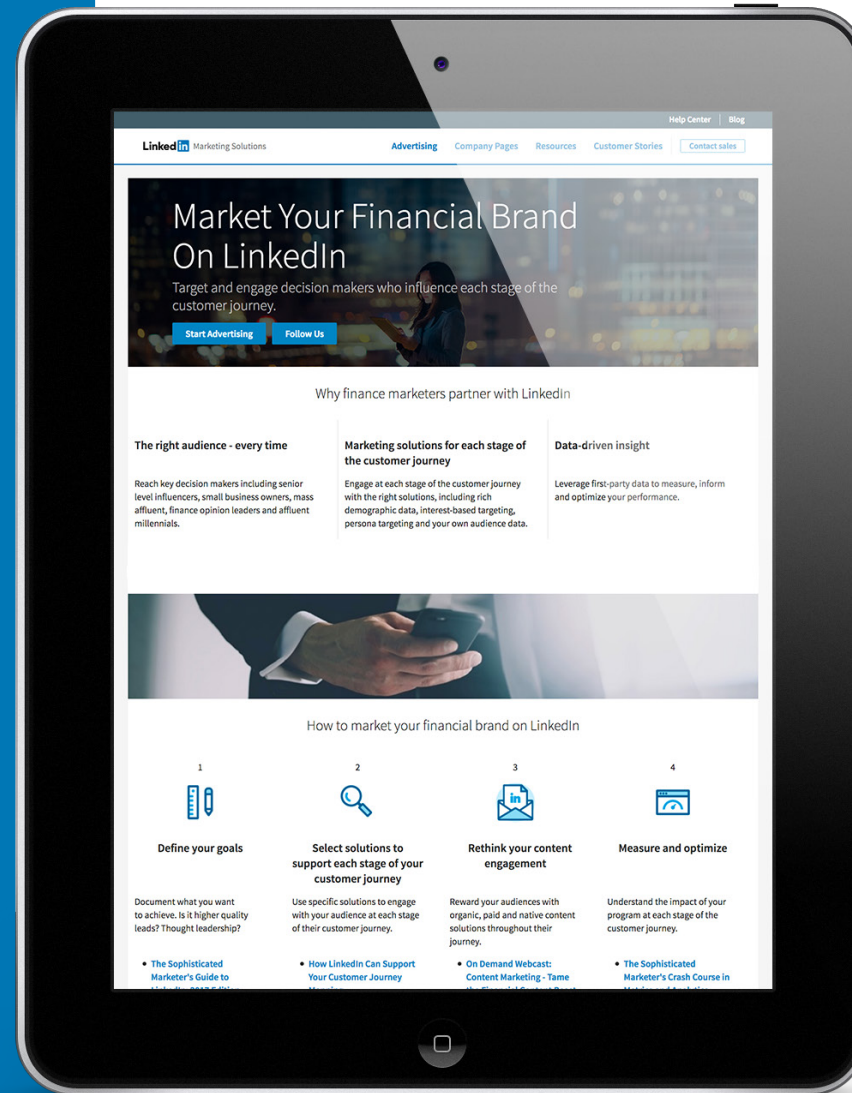


"LinkedIn is a great platform for highly targeted campaigns based on titles."

Ivo Totev, CMO, S/4HANA Cloud, SAP

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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.

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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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