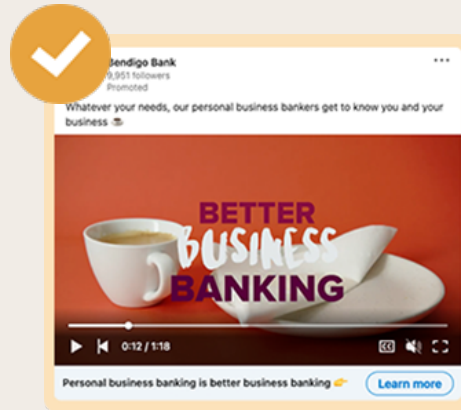


Bendigo Bank

Location: Bendigo, Australia
No. of Employees: 5,001-10,000
Industry: Banking

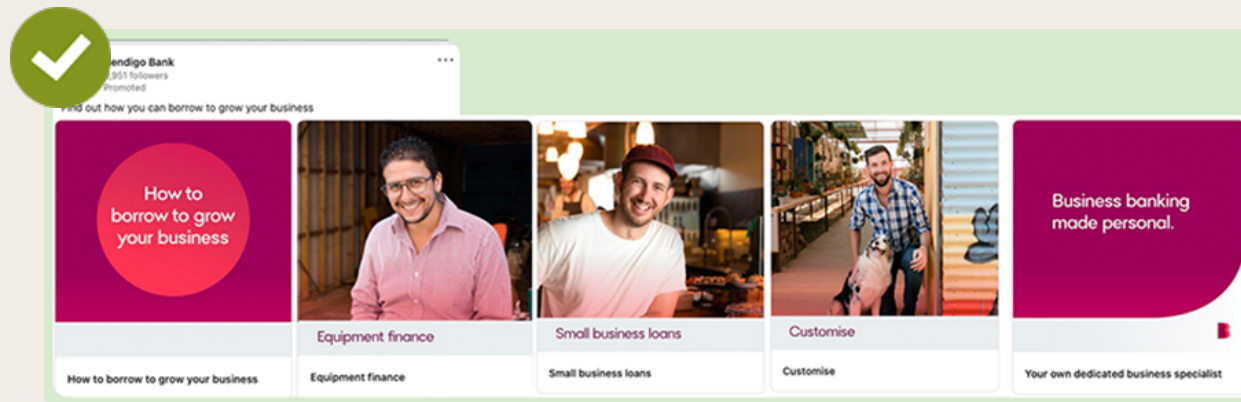
Putting best practices into practice, Bendigo Bank effectively tells its story via an integrated, full-funnel LinkedIn strategy, driving **SMB growth opportunities worth 100x its marketing investment**

Bendigo Bank's full-funnel best practices in action:



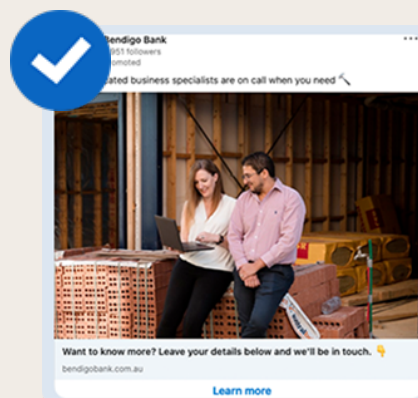
Awareness

- Broad-based prospecting with **LinkedIn Demographic Targeting**
- **Branded content** that is helpful, informative and entertaining
- Delivered as **Video Ads and Single Image Ads** to highlight engaging customer stories



Consideration

- Nurture interest using **Lookalike Audiences** and **Engagement Retargeting** from video views
- Share **product-specific** value proposition and benefits
- Delivered as **Carousel Ads** for deeper visual storytelling



Conversion

- Focus on high-intent audiences with **Website Retargeting & Matched Audiences**
- Offer **transactional content** with a strong call-to-action
- Delivered as **Single Image Ads with Lead Gen Forms** for seamless, in-feed lead collection