

Reaching Small & Medium Business Decision Makers on LinkedIn

NAB Success Story



JOURNEY STAGE:
Awareness & Consideration



AUDIENCE:
Small/ Medium business
decision makers



SECTOR:
Business to business

Client Profile

NAB is Australia's largest business bank. NAB work with small, medium and large businesses to help them start, run and grow.

The Challenge

There are around 2 million SME's in Australia. NAB wanted to assist these business with some of the core challenges. They also wanted to reaffirm their position as a trusted business advisor for business owners and decision makers. The business banking team realised they could achieve both these objectives by providing key insights and advice as well as a platform to connect business leaders to one another to share stories and examples of success.

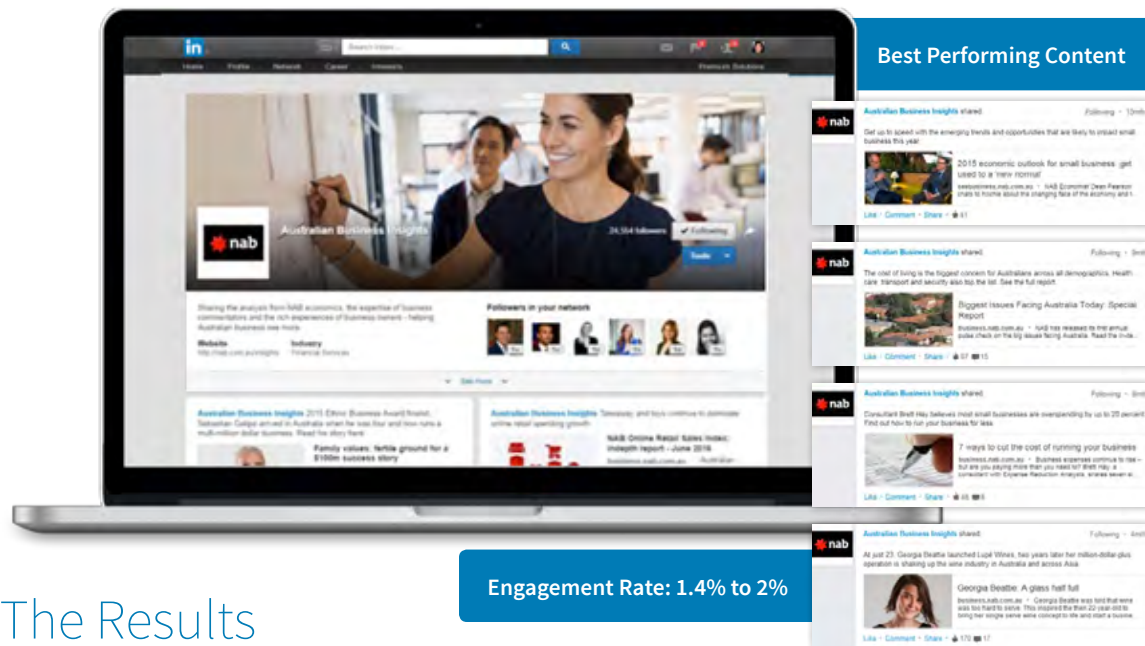
The Solution

NAB partnered with LinkedIn and created Australian Business Insights. The Showcase Page is a content hub that leverages content from NAB Business Banking's insights portal, Business Research and Insights. It is the key component of NAB's always-on marketing strategy to target SMEs in Australia. NAB believed their content was resonating with their target audience and were looking for ways to extend their reach. To amplify Australian Business Insights, NAB leveraged a range of LinkedIn products. NAB used Sponsored Content to boost brand engagement. LinkedIn Sponsored Content enables NAB to distribute their content to Australian business decision makers through a post that appears natively in each user's LinkedIn feed on their desktop, mobile or tablet. NAB also used Dynamic Ads to propel the growth of the followers to their Showcase Page.



"The Australian Business Insights page provides SMEs with valuable economic and business insights, and the focus is on the real-life experiences of business owners. The campaign on LinkedIn helps keep our bankers top of mind with their connections. One post created a conversation and opportunity that resulted in a \$20m business loan."

Simon O'Connor, Head of Content and Social Marketing, NAB



Engagement Rate: 1.4% to 2%

The Results

LinkedIn enabled NAB Business Banking to reach and engage the correct audience and deliver on their key marketing objectives of giving value to Australian business decision makers by offering insightful and compelling content.



Best Performing Content

- Australian Business Insights shared** | Following | 13m
Get on top of the emerging trends and opportunities that are likely to impact small business this year.
2015 economic outlook for small business: get ahead to a better financial future.
Like · Comment · Share · 11
- Australian Business Insights shared** | Following | 5m
The cost of living is the biggest concern for Australians across all demographics. Health care transport and security also top the list. See the full report.
Biggest Issues Facing Australia Today: Special Report.
business.nab.com.au - nab has released its annual index check on the big issues facing Australia. Read the index.
Like · Comment · Share · 15
- Australian Business Insights shared** | Following | 5m
Consultant Brett Hill believes most small businesses are overspending by up to 25 percent. Find out how to cut your business for sale.
7 ways to cut the cost of running your business.
business.nab.com.au - Business expenses continue to rise - but are you paying more than you need for them? nab is a partner with Expense Reduction Analysts. Share yours.
Like · Comment · Share · 18
- Australian Business Insights shared** | Following | 5m
At just 23, Georgia Beattie launched Local Witness, two years later her million-dollar plus operation is sharing up the same industry in Australia and across Asia.
Georgia Beattie: A glass half full.
business.nab.com.au - Georgia Beattie was told that some sales are hard to make. This inspired the 23-year-old to bring her single sales team concept to the next level.
Like · Comment · Share · 17

Since January 2015,
1.6 million
unique Australian business
decision makers reached

The fastest
growing showcase
page in Asia Pacific.

Fourth fastest growing
Showcase Page globally
among FinServ brands.

Members are
actively engaging
with content

86%
Positive Sentiment

Ranked #1
Compared to competitors on LinkedIn
based on LinkedIn's Content Marketing Score

Return on Investment (ROI):
One post created ...[an] opportunity that
resulted in a \$20m business loan