There are around 2 million SME’s in Australia. NAB wanted to assist these businesses 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.

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

The Challenge

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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
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.

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

Best Performing Content

Engagement Rate: 1.4% to 2%

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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