

Association of Mutual Funds in India Masters Targeting with LinkedIn's Right-Audience Strategy



LinkedIn helped us sharpen our targeting and reach people when they were most open to our message.

- Punit Dharamsi

VP Marketing and Investor Education

Challenge

To get increasingly more people to look at mutual funds as a preferred investment option.

Targeted reach and a contextual presence at every stage of an investor's journey.

Results

Right targeting and a well-timed customized content strategy resulted in an overall high share of voice for AMFI.

2x

Performance

of LinkedIn's platform benchmark

3x

Reach

to their core audience

No.1

Content Marketing

Score (CMS)

consistently amongst BFSI peers

Solution

LinkedIn and AMFI worked on building an **insight-backed audience targeting strategy**, to reach and engage the desired target audience when they were in the right frame of mind.

Leveraged "[LinkedIn Insight Tag](#)" to create an **interest-based content plan aligned to website visitor demographics**, resulting in better engagement.