



## Localising content multiplies value for HSBC

**A tailored LinkedIn strategy for France is maximising the potential of HSBC content for driving awareness and generating leads**

Investing in French language content and innovative, snackable formats has transformed engagement levels and lead generation for HSBC Commercial Banking. In just 18 months, the strategy has trebled follower numbers, built an engaged audience of over 10,000 entrepreneurs, and delivered an engagement rate more than double LinkedIn benchmarks.



### The Challenge:

- Target an audience of French entrepreneurs with content tailored to the market and fitting with their problematics
- Drive awareness and engagement for LinkedIn HSBC Commercial Banking
- Provide sales teams with relevant content to initiate conversations

### The Solution:

- Localised content hub hosted on HSBC Global Connections website
- Always-on Sponsored Content strategy on LinkedIn
- Mix of formats, including nanographics and entrepreneur testimonies article and expert videos
- Targeting aligned to the subject matter of different content assets

### Why LinkedIn?

- The world's professional content platform - and a trusted source of insight and ideas for entrepreneurs
- Skills-based targeting enables delivery of content to most relevant audiences
- Building on the success of HSBC Global Connections LinkedIn activity
- Ideal platform for relationship managers to share content with prospects

### Results:

- The Sponsored Content campaign delivered an engagement rate of 0.87%, double industry benchmarks
- Targeting entrepreneurs with relevant content by skills drove a click-through rate of 1.09%
- Over 18 months, the campaign grew HSBC Commercial Banking's Follower base by 3.5x
- There are now more than 10,000 regular readers of the French HSBC Global Connections hub

## A content strategy that impacts throughout the customer journey

HSBC's Global Connections content hub has helped to drive worldwide engagement for its Commercial Banking division on LinkedIn. As Digital Campaigns Director Florent Schmidt explains, there was a clear business case for building on this to drive deeper engagement throughout the customer journey in France.



"We wanted to showcase our expertise as a trusted advisor to entrepreneurs and particularly leaders of mid-market enterprises," he says. "However, we also had strong demand from our relationship managers for content that could help them reach out and initiate conversations. We had two distinct objectives: sales and marketing."

Localisation and relevance were the key to effectiveness for both of HSBC's Commercial Banking objectives. Creating a French-language hub provided content in a form that relationship managers could more easily share with prospects on LinkedIn. Taking an always-on approach to promoting that content in the LinkedIn feed maximized reach amongst Florent's key target audiences. Skills-based targeting drove average engagement levels of 0.87% for the Sponsored Content campaign, double industry benchmarks. "We sponsor two pieces of content each week and we focus on two different types of campaigns," explains Florent. "We promote content that we know has value for decision-makers in general. However, we also sponsor content that we can target by skills data or LinkedIn segments: innovation for those with a likely interest in it, in-depth content on the Indian market, for example, or a discussion of cash management strategies for finance directors." Precision targeting of content by likely interest pushed the campaign's engagement rate higher still - to 1.09%.

## Tailoring content formats to the LinkedIn feed

Besides tailoring content to different audiences, Florent in the HSBC Commercial Banking Marketing team developed specific content formats for the LinkedIn feed. "We created a nanographic format for LinkedIn, which picked out a key figure from one of our articles," he explains. "We wanted members to be able to read content quickly and appreciate the value and insight that we had to offer. We also created more substantial video stories that could play in the feed and provide content that people would want to share."

These different approaches to communicating content's value helped to ensure high-quality traffic to the French hub, with visitors spending up to four minutes reading articles. They also helped to ensure that LinkedIn content delivered on its sales objectives. "We've had very positive feedback from the relationship managers on how our content is driving appointment bookings," says Florent. "They are experiencing benefits on different levels and using the content in different ways - some sharing it with their entire networks and others using it for more focused outreach with particular prospects."



*"Having the confidence that we are delivering the right content to the most relevant people is enabling us to do so much more on LinkedIn. We've had great feedback from our network about the value that our content hub and Sponsored Content are creating - and we're now seeing similar activations across other markets."*



**Florent Schmidt**  
Digital Campaigns Manager  
HSBC Commercial Banking