



Smart content showcases ABN AMRO's vision for different sectors

A strategy built on testing and optimisation helped the bank demonstrate its deep understanding of different industries

ABN AMRO's corporate banking division developed its 'Vision on Industries' campaign to demonstrate its understanding of industry sectors through sharing relevant content. A creative-minded and responsive approach drove a click-through rate of 0.78%, doubling campaign targets at a cost that was a fraction of industry benchmarks.



The Challenge:

- Establish ABN AMRO as a source of industry expertise
- Drive visits to the brand's Insights website
- Strengthen brand image for ABN AMRO's corporate banking

The Solution:

- Sponsored Content promoting the 'Vision on Industries' campaign, with specific content tailored to 11 different industries
- Five different posts per industry, with a mix of client stories, data-driven thought leadership and innovative thinking
- Direct Sponsored Content to test different approaches to headlines and imagery
- Precision targeting of financial decision-makers

Why LinkedIn?

- Targeting options enabling the campaign to put the right content in front of the right people
- Ability to test and optimise to increase click-through rates and lower cost-per-click
- Informed, professional content environment with openness to dialogue and new ideas
- Quality of traffic

Results:

- ABN AMRO surpassed all objectives for the campaign, with more than 40,000 visitors accessing economic and sector-specific research through its Insights website
- The campaign delivered a click-through rate of 0.78%, nearly double the industry benchmark
- Cost per click was less than half that of industry benchmarks

Customised approach helps rebuild trust in banking

For ABN AMRO, LinkedIn's precision targeting was more than just a means of delivering content. It enabled the 'Vision on Industries' campaign to take a highly tailored approach, with five bespoke pieces of content for each sector. "Part of the reason this campaign did so well was the well-defined target audiences we were reaching out to – and LinkedIn's ability to deliver the right content to the right people," explains Guido Smit, Dialogue Manager at ABN AMRO. "The main goal of our global social media strategy is to strengthen relationships with key stakeholders – and LinkedIn today is an ideal platform for doing so."

The comments that the posts generated were an opportunity to demonstrate responsiveness to customers. ABN AMRO's webcare team monitored the LinkedIn feed carefully, with a commitment to respond to any comment within 10 minutes. "There's real value in a bank committing to responding this way," says Guido. "We've seen in the past that a quick response really helps to turn around sentiment and perceptions."

Rapid learning moves the needle on engagement

A commitment to rapid response also defined ABN AMRO's approach to testing and learning as part of the content campaign. The bank tested different combinations of headlines and imagery for every one of its 55 posts, switching budget to the most engaging executions. This increased click-through rates whilst reducing cost-per-click by over 20%.

The testing-led approach also supported a more creative approach to Sponsored Content, building on learnings from previous campaigns and using witty images to capture attention in the LinkedIn feed. "We don't believe that B2B marketing has to be boring," says Guido. "It doesn't matter if you're trying to reach a business person or a consumer – it's still human-to-human communication. Our testing quickly proved that a sense of humour and original visuals were most effective at driving engagement."



"When target audiences are increasingly resistant to advertising, you have to earn their attention – and LinkedIn has evolved into the ideal platform for doing so. By focusing on the issues our audiences care about, we're able to deliver them the right customer centric content. I see this type of approach being increasingly important to digital marketing going forward."



Guido Smit
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