



How BNP Paribas set the finance agenda on LinkedIn

An always-on content strategy has earned BNP Paribas a global audience, and a leadership position in corporate and institutional banking

In a changing world, enterprises and institutions demand a changing role from their finance partners. BNP Paribas recognised the need to build the future of its brand around leadership in digital transformation and sustainable finance. Leveraging LinkedIn for an always-on content strategy delivered targeted reach on a global scale – and quickly built a loyal audience of influencers and finance decision-makers.



The Challenge:

- Engage a global audience of C-suite members, business decision-makers and sustainable finance influencers
- Establish BNP Paribas as the bank for a changing world, addressing the challenges of Corporate and Institutional Banking
- Build credentials as a trusted content brand and thought-leader
- Drive traffic to the bank's new corporate website reshaped into a content hub
- Build an owned audience of forward-thinking finance decision-makers on LinkedIn

The Solution:

- Corporate and Institutional Banking content hub
- Video stories, infographics and features exploring mainly key developments in sustainable finance and data-led transformation
- Always-on Sponsored Content strategy, tailored to different audiences, markets and regions

Why LinkedIn:

- Global reach amongst all target audiences
- World's largest professional content platform, and a natural environment for thought leadership
- LinkedIn data enables precision targeting based on BNP Paribas personas

Results:

- The campaign drove more than 60,000 visits to the BNP Paribas content hub, within its first six months
- Follower numbers for the BNP Paribas Corporate and Institutional Banking page more than doubled from 11,404 to 23,475
- The campaign reached over 5.4 million LinkedIn members in the target audience
- Viral sharing increased this reach by a further 40%
- Engagement rates of up to 1.03% resulted in audience members engaging with content on more than 27,000 occasions

Testing and learning within an always-on content strategy

BNP Paribas took an always-on approach to amplifying the rich mix of video, infographics and in-depth features on its content hub. "We targeted the personas we knew engaged with our content using LinkedIn profile data - CXOs but also influential millennials and students who may want to work for our business," explains Lisa Aouimeur, Social Media Manager. "For each target group, we ensured that we always had three or four different Sponsored Content executions running. This provided us with a great basis for improving performance. We sponsored a new piece of content each month and switched out lower performing ones. We also A/B tested different visuals and different calls to action so that we could select the creative that worked best."

This test and learn strategy drove above-benchmark performance across the different regions and different audiences for BNP Paribas - and surfaced key insights to improve performance going forward. "We found that visuals asking a question or highlighting a key stat were particularly effective," says Laurie Palenzuela, International Advertising Manager. "We'd asked ourselves whether audiences would be prepared to watch a three or five minute video -but we proved that longer videos actually worked very well on LinkedIn. They engage people where they are, in the feed, and our completion rate was very strong."

Driving engagement through different forms of relevance

Lisa and Laurie quickly discovered that their content could engage through different forms of relevance at different times. "We found content focused around global expertise and sustainable finance themes could engage very well, even in regions like Asia where we don't have a particularly strong brand presence," says Lisa. "However, in certain markets like Portugal, we found that local stories made a big difference to engagement levels. This type of locally sourced content did two important jobs for our brand: it established our thought-leadership, but also demonstrated our credibility as a proximity partner."

The strategic combination of always-on content and a test and learn approach helped to build a relevant global audience for BNP Paribas content in a matter of months. Within six months of the campaign's launch, it had reached over 5 million relevant LinkedIn members, gained an additional 40% in viral reach through content sharing, doubled the number of followers for the Corporate and Institutional Banking Company Page, and driven more than 60,000 visits to the BNP Paribas content hub.

"This campaign was all about building a position for BNP Paribas as a thought-leader on digital transformation and sustainable finance. The global audience that we have been able to reach, and the engagement that we've driven amongst influencers and decision-makers, will be hugely important for our business going forward" agree Lisa & Laurie.



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