

Leading Financial Services Provider

CASE STUDY

The client, a leading Canadian financial services provider, was challenged with positioning their business as a thought leader in the entrepreneurial space. The goal was to demonstrate their commitment to helping small businesses accomplish their dreams.



STRATEGY

In collaboration with the client, Postmedia developed and executed a national 7-part mentorship event series supported by a multi-platform, integrated marketing campaign which included:

- Content Hub ownership (Small Business on financialpost.com)
- 7 x Sponsored articles
- 10 x Custom videos
- Native advertising
- Social amplification on Facebook & Twitter
- Print and digital on-network co-branded drivers to Content Hub, articles & videos

RESULTS

Our solutions helped the client overcome their challenge by increasing awareness for their brand, driving account acquisitions and referrals, and creating engagement while providing valuable insight to their target audience. The client's expectations were highly exceeded by the performance of the campaign. As a result, they increased their budget the following year to include an extra city and additional content pieces.

67K+

PAGE VIEWS ON SPONSORED ARTICLES

2.57M

DIGITAL IMPRESSIONS

3X

SOCIAL MEDIA BENCHMARK – Twitter/Facebook

700+

GUESTS ACROSS 7 CITIES

1.9x

TIME SPENT
Industry avg. 2.95 min vs. 5.47 min

1.9x

BRANDSELL CTR
Industry average 0.08% vs. 0.15%

78K+

TOTAL VIDEO VIEWS