

The Chime logo is centered within a blue rounded square. The word "chime" is written in a white, lowercase, sans-serif font. The blue square has a subtle drop shadow, giving it a three-dimensional appearance against the white background.

# chime

**Increasing Instagram Followers by  
15X With Contesting & Influencers  
Financial Services**



In January, Chime Bank saw a **+1599%** increase in new monthly **Instagram** followers compared to the 2019 average, followed by a **+1319%** increase in April.





These major spikes in monthly followers growth can be attributed to Chime's acquisition strategy of running cash giveaways, which require users to follow their account, post using their hashtags, and if selected, to open a Chime Spending Account.

[Click to View.](#)

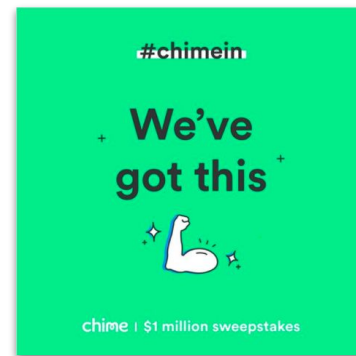
Eng. Volume: **34.4K**  
Eng. Rate: **9.3%**

Post Type: **Image**

[Click to View.](#)

Eng. Volume: **30.2K**  
Eng. Rate: **16.2%**

Post Type: **Carousel**

[Click to View.](#)

Eng. Volume: **31.7K**  
Eng. Rate: **8.6%**

Post Type: **Image**

#### Contest Entry Requirements

Follow @Chime on Instagram

Repost the weekly #ChimeIn image to your public IG account

Tag @Chime & include hashtags #ChimeIn and #Chime Sweeps

If selected, winners must either have a Chime Spending Account, or open one within 24 hours

Eng. Volume Benchmark: 1765

ER Benchmark: 0.43%



## Aside from contest/giveaway posts, the top performing organic content buckets on Chime's **Instagram** page are....

### Common Features of Top Performing Posts:

**Clear, bold text on creative** to community updates, humour, educational information, and company stances on important issues.

**Image posts** (including carousels) - only one post in the top 50 posts of 2020 is a video.

**Youthful tone of voice** - using casual slang terms to humanize the brand.

**Cultural references** to appeal directly to the interests and consumption habits of their audience.

### Memes

When you know it's time to end the entanglement with your traditional bank account.



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Chime uses UGC screenshots from other platforms, references to recent popular culture events, and comment meme formats to speak to customer pain points and goals.

### Social Justice & Safety

This is not the time to be silent about the injustices that continue to affect the Black community.

We see you.  
We hear you.  
We stand with you.

chime

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Chime has been very vocal during the BLM Movement and COVID-19 pandemic in 2020, using Instagram as a platform to communicate its commitment to justice & safety.

### Customer Updates



#ChimeCARES

Government stimulus payments are landing in some Chime accounts now.  
  
Today, we processed over \$375,000,000 of payments to our members.

Head to IG story to read our blog.

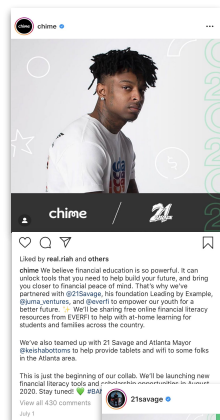
[Click to View.](#)

Through cleanly designed text images, Chime provides updates for customers on recent company news, banking tips, financial literacy, and ways they're working to make improve the overall customer experience.



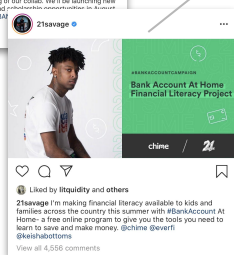
# To further appeal to Gen Z, Chime began an influencer partnership in July with global rap sensation 21Savage, which aimed to promote financial literacy for elementary, middle & high school students - which contributed to a **+2.7K** rise in followers.

Partnership announced via Grid Post  
and on 21Savage's account



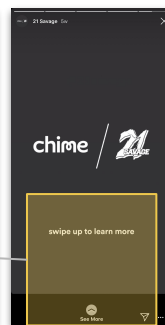
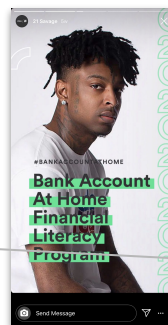
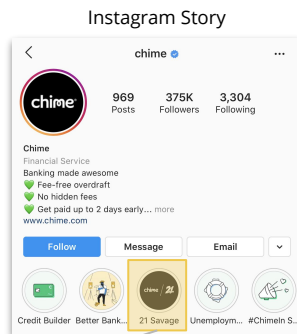
Eng. Volume: **4.5K**  
Eng. Rate: **1.3%**  
[Click to View.](#)

Provides exposure to 21Savage's 11.3M followers

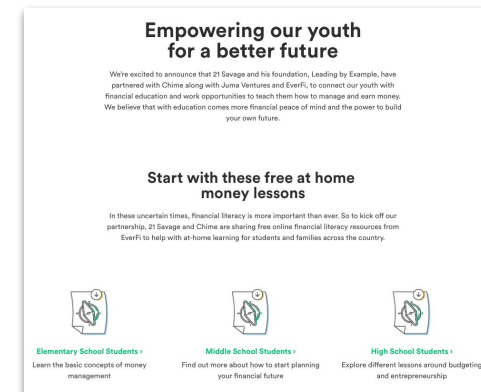


Instagram Story dedicated to partnership announcement

Use of "Swipe Up" feature to drive to new literacy blog



Landing page with youth financial literacy resources



# Takeaways

## Key Findings

**Chime is driving significant audience growth on Instagram using cash giveaways:** the Chime account has seen dramatic increases in monthly follower growth as a result of engagement-focused giveaway contests.

**Chime built a large millennial following on Instagram through portraying a youthful brand voice via memes, cultural references, and working with relevant influencers**

## What Brands Should Be Thinking About

**Run giveaway contests on Instagram:** Contests that have minimal barriers to entry (ie. details and time spent to enter) generate significant engagement when users are prompted to engage/follow when incentivized with a prize - this provides a pipeline to new followers, where they can then be converted into customers through additional incentives.

**If you want to reach millennials, speak their language:** Convey a youthful tone of voice with casual slangs and trending hashtags or use humour to resonate with a younger audience through the use of memes.