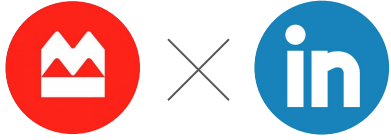


BMO

**How BMO Promotes Its Wealth
Management Services On
LinkedIn**

Financial Services



BMO has accumulated 12.6K followers on its [BMO Private Wealth LinkedIn page](#). In addition to the regular twice per week posting cadence, the bank runs promoted posts to reach new audiences.

BMO relies on the following communication pillars when promoting its wealth management services to its LinkedIn Audience.

1



Generational questions

2



Cross-border investment and taxes

3



Market outlook and reports

4



Impact investing

5



Trending



Generational questions.

BMO aims to deliver value to prospective clients by offering expert advice on succession planning and retirement. The bank publishes articles about how to properly pass over the estate or business to the next generations.

BMO Private Wealth
12,616 followers
Promoted

Read our top 5 financial planning tips to help manage your responsibilities – from organizing to estate planning to outside contributions.



Wedged in the middle of the Sandwich Generation?

[Learn more](#)

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BMO Private Wealth
12,617 followers
Promoted

Charitable giving can be important to help define how your children will manage their time and wealth as they mature. Here are six ways to teach the ...see more



Preparing your children for a lifetime of charitable giving.

Preparing heirs for a lifetime of charitable giving

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BMO Private Wealth
12,617 followers
Promoted

Retiring from your own business can be difficult. Here are factors to consider when forming your business succession plan.



Succession planning for business owners.

Succession planning for business owners.

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Cross border investment and tax questions.

The bank promotes posts that lead to articles explaining how to navigate international real estate investments and what to consider when it comes to taxes.

 **BMO Private Wealth**
12,616 followers
Promoted

Thinking about purchasing a U.S. property? Now's the time to learn about the differences between U.S. and Canadian mortgages.



The Differences Between **U.S.** and Canadian Mortgages

The Differences Between U.S. and Canadian Mortgages [Learn more](#)

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 **BMO Private Wealth**
12,616 followers
Promoted

If you're a Canadian moving to the U.S., cross-border taxation can be a complex issue. Learn more with BMO Private Wealth.



Tax considerations for Canadians moving to the U.S.

Tax considerations for Canadians moving to the U.S. [Learn more](#)

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Market outlook and reports.

BMO builds credibility amongst its target affluent audience by sharing global market performance reports and market outlooks for the upcoming year.

 **BMO Private Wealth**
12,616 followers
Promoted

The April Global Markets Commentary, A Wild Crossing, provides an overview of recent global events and their impact on the markets.



Global markets this month

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 **BMO Private Wealth**
12,616 followers
Promoted

The May Global Markets Commentary provides an overview of recent global events and their impact on the markets. Learn more from BMO Private Wealth.



Global Markets : Economies Thaw and Signs of Spring Abound

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 **BMO Private Wealth**
12,616 followers
Promoted

Listen to our 2021 Market Outlook, where we reflect on past year and look ahead to the 2021.



2021 Market Outlook

[Download](#)

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Impact investing.

BMO targets investors aiming to add sustainable companies to their portfolios and suggests various plans to integrate impact investing into investment plans.

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12,616 followers
Promoted

Learn how to integrate impact investing into your portfolio with BMO Private Wealth




Empower women and girls through impact investing


[Learn more](#)

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 **BMO Private Wealth**
12,616 followers
Promoted

Here is how you can invest in companies you feel good about while building your wealth



Invest while upholding ESG values

[Learn more](#)

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 **BMO Private Wealth**
12,616 followers
Promoted

Considering Responsible Investing? Here are 5 reasons why you should.



The future of sustainable investing

[Learn more](#)

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Trending topics.

BMO is sensible to what their target audience might be interested in and serves ads that advise learning about estate planning for digital assets or tax-saving tactics at the end of the year.

 **BMO Private Wealth**
12,616 followers
Promoted

More than ever people are seeing the value of appointing a digital executor. Here's why it's important for you to consider one too.



Estate planning for digital assets

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 **BMO Private Wealth**
12,616 followers
Promoted

Mental health issues among youth have escalated during the COVID-19 pandemic, leaving many young people feeling isolated, stressed and ...see more




Dealing with youth mental health during a pandemic

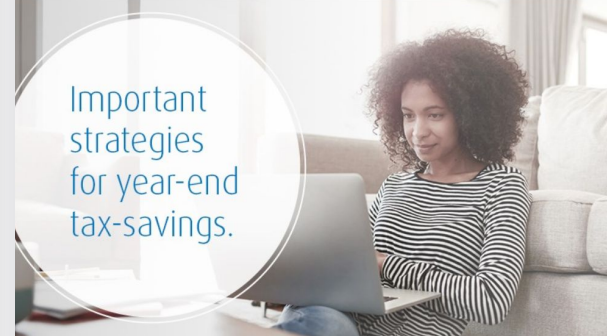
Dealing with Youth Mental Health during a pandemic

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 **BMO Private Wealth**
12,617 followers
Promoted

Learn about important tax-saving strategies you should consider implementing before year-end.



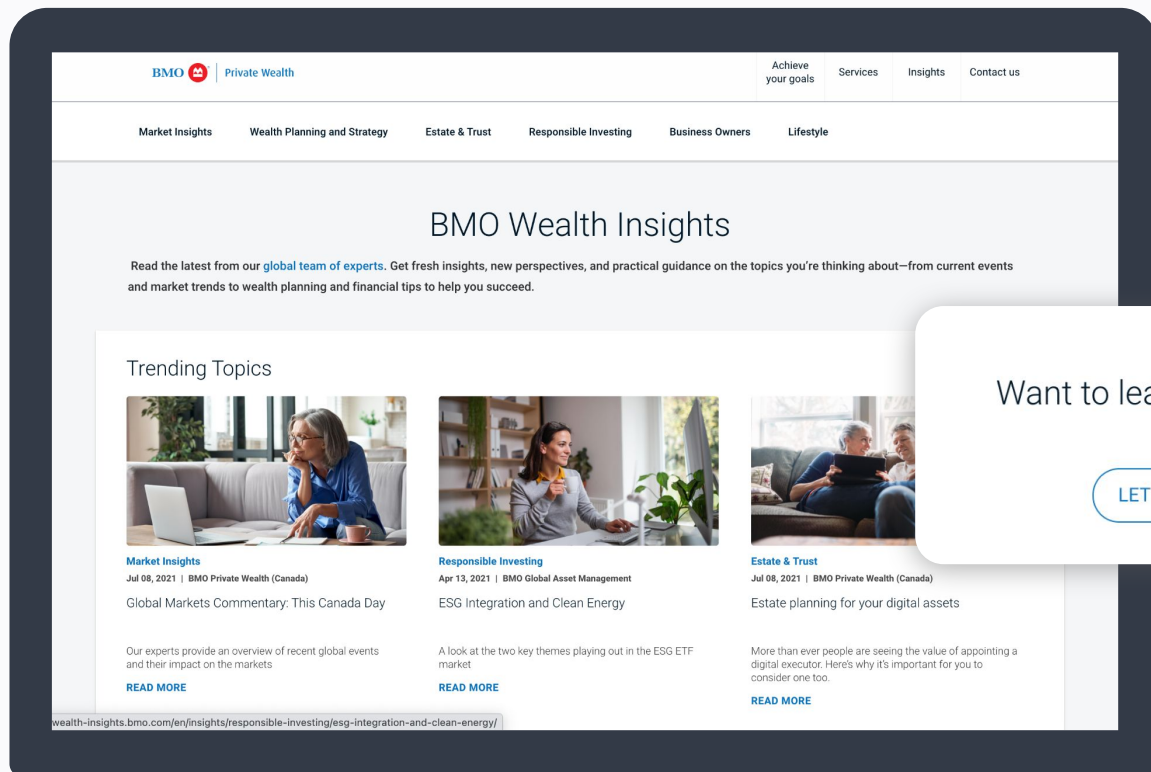
Important strategies for year-end tax-savings.

Important strategies for year-end tax-savings.

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BMO's LinkedIn ads direct prospects to the relevant articles in the [BMO Wealth Insights](#) section. Each article ends with a CTA inviting readers to connect with a BMO advisor and learn more about the services and conditions of BMO private wealth management.



Want to learn more about BMO Private Wealth?

LET US CONTACT YOU

LEARN MORE

[Landing
page](#)

Key Takeaways

BMO maintains a stand-alone LinkedIn page for its wealth management services. The bank has accumulated 12.6K followers on this page but it also leverages paid LinkedIn advertising to reach new prospective clients. BMO built its paid LinkedIn communication strategy on the following five pillars:

1. **Generational questions:** BMO provides advice about wealth succession and retirement planning.
2. **Cross-border investment and taxes:** pitfalls and benefits of international investing.
3. **Market outlook and reports:** BMO builds credibility by sharing its expert opinion on market performance.
4. **Impact investing:** advantages of sustainable investing.
5. **Trending topics:** time-sensitive or trending financial topics.