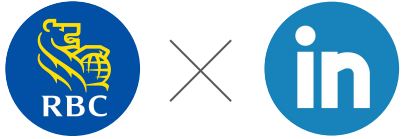




**How RBC Promotes Its Wealth  
Management Services On  
LinkedIn**

**Financial Services**



75K people follow the [RBC Wealth Management](#) page on LinkedIn.

RBC supports its LinkedIn communication strategy with sponsored content. The bank relies on the following communication pillars when promoting its wealth management services to its LinkedIn audience:

1



**Generational questions**

2



**Fin. management for couples**

3



**Philanthropy**

4



**Impact investments**

5



**Digital challenges**

6



**RBC approach**



## Generational questions.

RBC aims to capture its target audience's attention with ads addressing the sensitive topics of passing down real estate to children and potential solutions to challenges caused by dementia.

 **RBC Wealth Management**  
74,867 followers  
Promoted

Drawing up a clear estate plan can ensure your property is distributed in a way that suits both you and your family's best interests. [Learn more](#) ...see more



 **Health Management**

Four ways to pass down your family home to your children [Learn more](#)

[rbcwealthmanagement.com](http://rbcwealthmanagement.com)

[Landing page](#)

 **RBC Wealth Management**  
74,867 followers  
Promoted

A study commissioned by RBC Wealth Management—U.S. found that the overall lifetime cost of dementia could often exceed \$750,000. [Learn more](#) ...see more




 **Health Management**


How my father's dementia diagnosis woke me up to the real cost of care [Learn more](#)


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 **RBC Wealth Management**  
74,867 followers  
Promoted

The Sandwich Generation provides physical, emotional and financial support to multiple generations simultaneously. [Learn more](#) ...see more



 **Health Management**

The impact of cognitive decline on the Sandwich Generation [Learn more](#)

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## Fin. management for couples.

The bank offers couples advice on how to start the conversation about a prenuptial agreement and how to manage their income to benefit from tax savings.

 **RBC Wealth Management**  
74,867 followers  
Promoted

Find out what income splitting is, and how a prescribed rate loan strategy may be beneficial for some families as part of tax planning.




 **Wealth Management**


How income splitting can create tax savings [Learn more](#)


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 **RBC Wealth Management**  
74,867 followers  
Promoted

A prenup can be an important and useful document for marriages involving families with significant assets. Learn why having the conversation ...see more



 **Wealth Management**

How to start a conversation around a prenuptial agreement [Learn more](#)


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## Philanthropy.

RBC calls affluent individuals to consider philanthropic activities for their family legacy or enterprises.

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74,867 followers  
Promoted


Philanthropic efforts can be a way to not only feel good about your enterprise, but help boost employee morale and ultimately enjoy greater success. [...see more](#)




 **Wealth Management**


Why giving back is good for you and your bottom line [Learn more](#)  
rbcwealthmanagement.com

[Landing page](#)

 **RBC Wealth Management**  
74,867 followers  
Promoted

You may wish to give philanthropically to family, friends or organizations whose work you value. Explore our solutions, and strategies to help you. [...see more](#)



 **Wealth Management**

Reach your financial goals [Learn more](#)  
rbcwealthmanagement.com

[Landing page](#)




## Impact investing.

Impact investing has been a trending topic in the last couple of years, RBC sponsors posts leading to articles that provide further information about sustainable portfolios.

**RBC Wealth Management**  
74,867 followers  
Promoted

Black Americans have \$8.3 trillion less wealth than they would if wealth were equally distributed, regardless of race, according to Shawn Roche! ...see more



**How impact investing can help support BIPOC communities** [Learn more](#)

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**RBC Wealth Management**  
74,867 followers  
Promoted

Water scarcity is part of the United Nations 2030 Agenda for Sustainable Development. The rising demand for water efficiency and manager ...see more



**Investing in the future: Opportunities in new water technologies** [Learn more](#)

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**RBC Wealth Management**  
74,867 followers  
Promoted

Technologies that mitigate sustainability challenges are likely to see long-lasting waves of growth, creating long-term investment opportunit ...see more



**Global Insight** [Learn more](#)

**SusTech: Sustainability through technology** [Learn more](#)

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## Digital challenges.

RBC aims to capture audience attention by tapping into arising questions about planning digital legacy.

 **RBC Wealth Management**  
74,867 followers  
Promoted

Today, making arrangements for your digital legacy may be almost as essential as preparing a will. Learn how you can prepare.



 Wealth Management

Have you planned your digital legacy? [Learn more](#)

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 **RBC Wealth Management**  
74,867 followers  
Promoted

Protecting your business from cybercriminals begins with understanding what ransomware attacks are, what you can do to prepare and how you ...see more



 Wealth Management

How to protect your business from ransomware attacks [Learn more](#)

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## RBC approach.

The bank also tries to attract new clients by explaining its approach to wealth management and investing strategies.

 **RBC Wealth Management**  
74,867 followers  
Promoted

Manage your wealth with confidence. Learn how our approach helps you plan for the future you want.



**Uncover new opportunities.**

 **Wealth Management**

Learn about our approach [Learn more](#)

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 **RBC Wealth Management**  
74,867 followers  
Promoted

Manage your wealth with confidence. Learn how our approach helps you plan for the future you want.




**Your life goals are our life's work.**

 **Wealth Management**


Learn about our approach [Learn more](#)


[rbcwealthmanagement.com](http://rbcwealthmanagement.com)

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 **RBC Wealth Management**  
74,867 followers  
Promoted

Uncover new opportunities to help build and protect your wealth. Learn more.



 **Wealth Management**

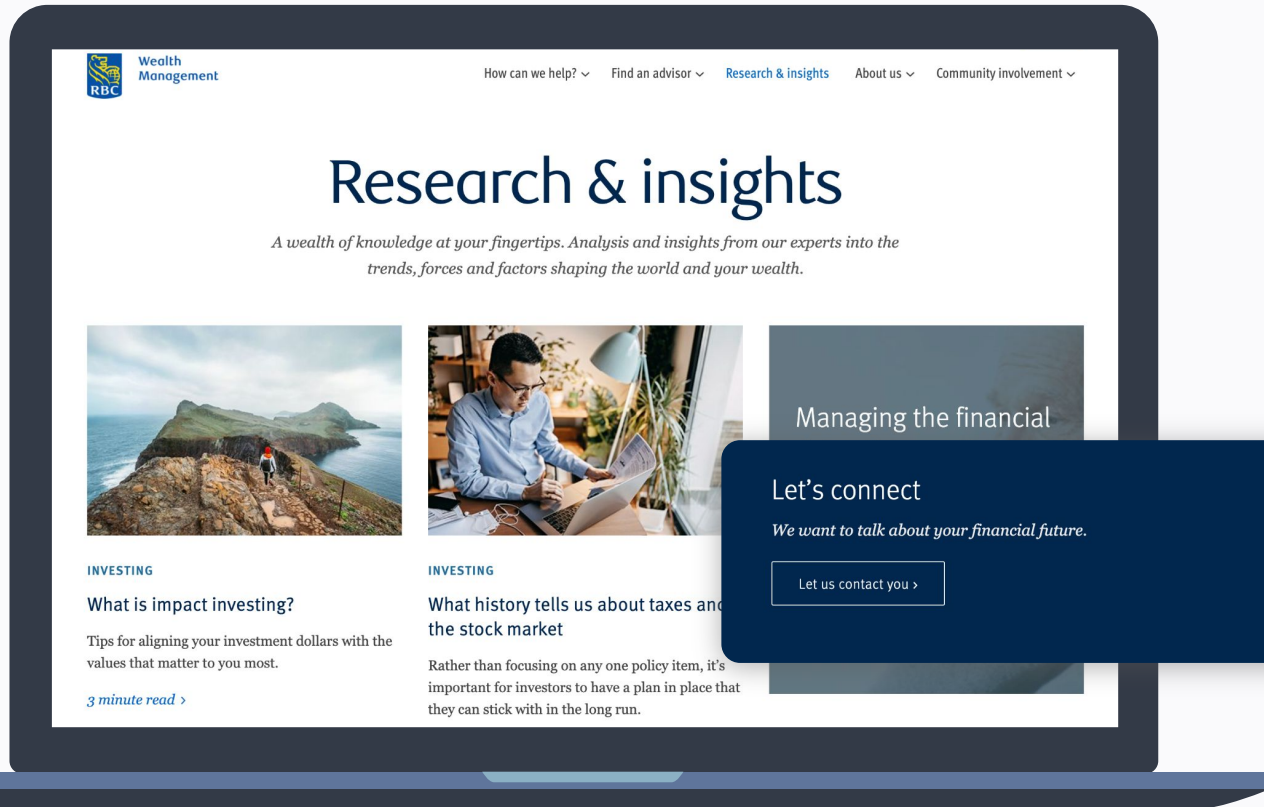
Learn about our approach [Learn more](#)

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RBC directs traffic from LinkedIn ads to the [Research & Insights section](#) on its website, where prospects can read expert advice and connect with financial planners.



[How can we help?](#) [Find an advisor](#) [Research & insights](#) [About us](#) [Community involvement](#)

# Research & insights

*A wealth of knowledge at your fingertips. Analysis and insights from our experts into the trends, forces and factors shaping the world and your wealth.*



INVESTING

## What is impact investing?

Tips for aligning your investment dollars with the values that matter to you most.

[3 minute read](#) >



INVESTING

## What history tells us about taxes and the stock market

Rather than focusing on any one policy item, it's important for investors to have a plan in place that they can stick with in the long run.

## Managing the financial

### Let's connect

*We want to talk about your financial future.*

[Let us contact you](#) >

### Start the conversation

*From retirement to philanthropy, we'll match you to an advisor who understands your needs.*

[Get matched with an advisor](#) >

## Key Takeaways

RBC has amassed a large following on their Wealth Management page on LinkedIn with 75K followers. The bank leverages paid ads to complement its organic communication efforts. RBC relies on the following six pillars to build its advertising strategy.

1. **Generational questions:** passing wealth over to next generations.
2. **Financial management for couples:** ways to manage family income.
3. **Philanthropy:** benefits of personal and enterprise philanthropy.
4. **Impact investing:** ways to build sustainable portfolios.
5. **Digital challenges:** expert opinions on resign questions revolving around online legacy
6. **RBC approach:** articles and explainers about RBC's ways to manage clients' wealth.