

**Instagram Financial Services Content
Opportunity Analysis™
Q3 2022**

Financial Services

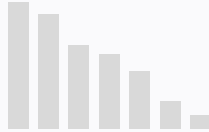
Content Opportunity Methodology



1

Measure & Categorize

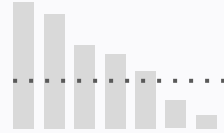
Sample a large number of social posts to find ones that are significantly outperforming the average.



2

Identify Top Themes

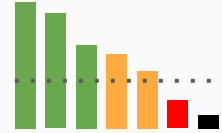
Identify the themes that are resonating most with the audience by sorting the themes by their aggregated performance metrics.



3

Identify a Benchmark

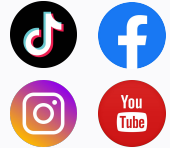
Identify content themes that are performing above and under an average benchmark for the industry based on views & engagements.



4

Identify Opportunities

Look at the data and find the content themes that are resonating with the audience based on a set of top creators.



5

Repeat For Each Platform

Repeat the analysis for every platform that matters to your brand and audience to find platform-specific opportunities.

Data is collected via our principle data partners, a variety of additional tools, and our own manual observation techniques.

Principle Data Partners



Key Takeaways

Top content opportunities in Q2 2022 in the Financial Services space include:

Travel Tips:

- **Proper Travel Compensation:** Informing viewers of their total compensation rights with different airlines when dealing with travel related adversities.

Credit Card Perks:

- **Reap The Benefits:** Advising viewers on how to capitalize on the benefits provided by various credit cards.

Shopping Tips:

- **Satisfaction Guaranteed:** Highlighting brands that have excellent brand warranties and sharing ways people can take advantage of these brands' guarantees.






















Financial Feminists:

- **Female Empowerment:** Videos empowering women to use their buying power to revolt against political or societal paradigms.


Credit Card 101:

- **Best Practices:** Educating viewers on credit card topics such as how to properly manage credit card payments and maintain good credit.

The top* videos from Q2 2022 published by the following Financial Services creators were analyzed:

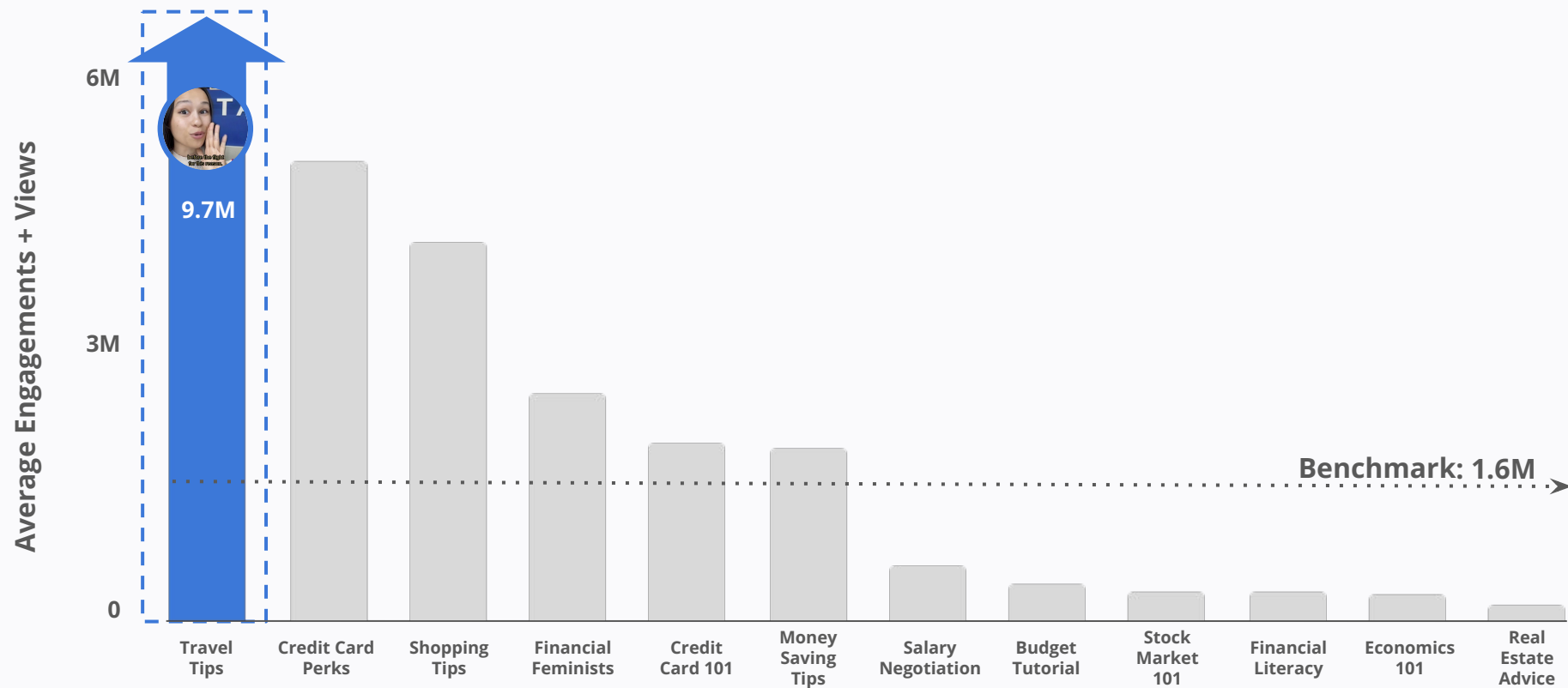
 Erika Kullberg Subscribers: 4.1M Views: 109M	 Tiffany Aliche Subscribers: 553K Views: 1.5M	 Steve Financial Freedom Coach Subscribers: 229K Views: 3.8M
 Chime Subscribers: 878K Views: 4.5M	 Humphrey Talks Subscribers: 509K Views: 6.5M	 My Fab Finance Subscribers: 202K Views: 494K
 The Financial Diet Subscribers: 846K Views: 2.6M	 Jeremy Schneider Subscribers: 411K Views: 1.5M	 Dasha Kennedy Subscribers: 202K Views: 759K
 Your Rich BFF Subscribers: 797K Views: 72M	 Clever Girl Finance Subscribers: 371K Views: 645K	 Allison Baggerly Subscribers: 181K Views: 4.4M
 The Budget Mom Subscribers: 700K Views: 4.8M	 The Motley Fool Subscribers: 296K Views: 247K	 Andrei Jikh Subscribers: 139K Views: 959K
 Minority Mindset Subscribers: 752K Views: 2.4M	 Investopedia Subscribers: 288K Views: 141K	 Jose Hernandez Subscribers: 129K Views: 2.6M
 Tori Dunlap Subscribers: 664K Views: 25M	 Haley Sacks Subscribers: 267K Views: 3.8M	 Wealthsimple Subscribers: 118K Views: 42K

Instagram Content Bucket Definitions

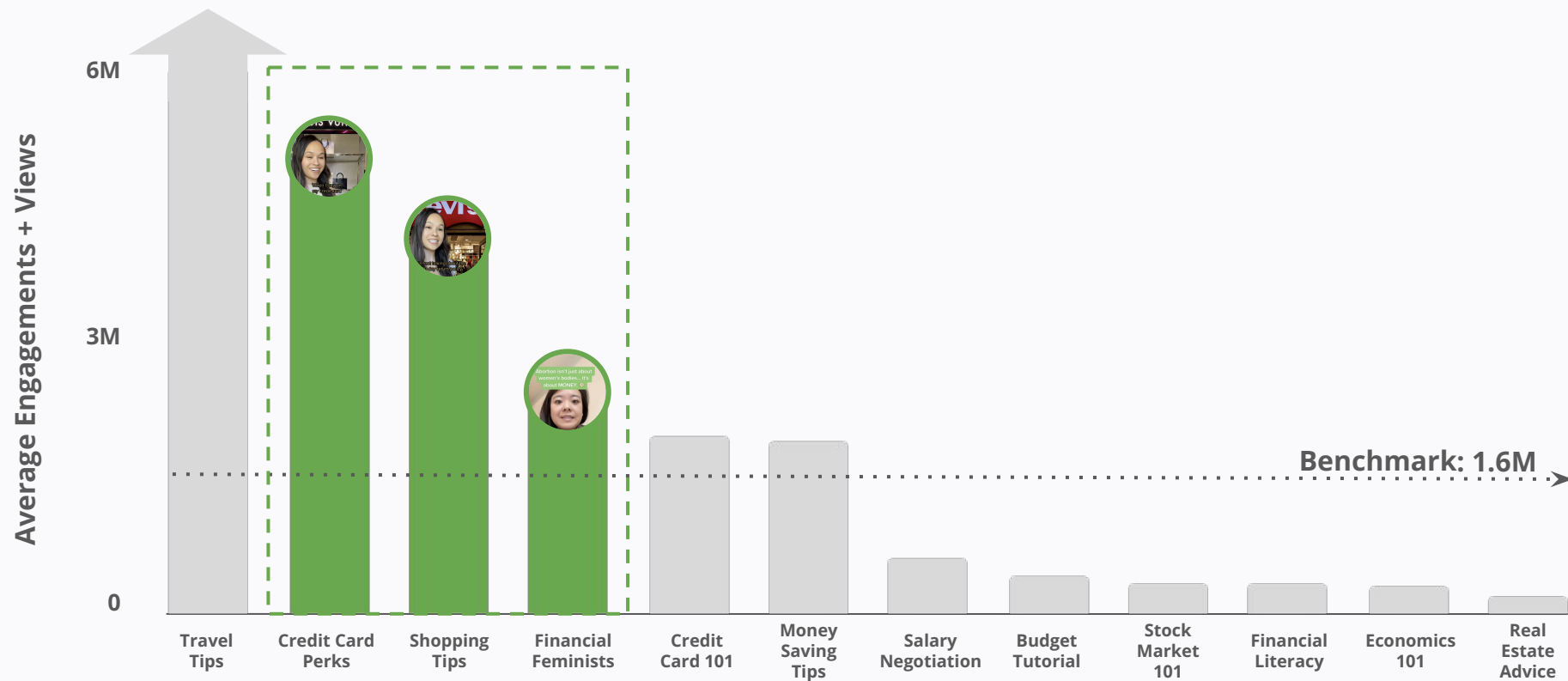
 Click to see example

- [Travel Tips](#): Informing viewers of their total compensation rights with different airlines when dealing with travel related adversities.
- [Credit Card Perks](#): Advising viewers on how to capitalize on the benefits provided by various credit cards.
- [Shopping Tips](#): Highlighting brands that have excellent brand warranties and sharing ways people can take advantage of these brands' guarantees.
- [Financial Feminists](#): Videos empowering women to use their buying power to revolt against political or societal paradigms.
- [Credit Card 101](#): Educating viewers on credit card topics such as how to properly manage credit card payments and maintain good credit.
- [Money Saving Tips](#): Providing examples for viewers on how they can reduce their monthly expenses and interest payments in the long term.
- [Salary Negotiation](#): Providing viewers with an exact script on how they can negotiate a salary increase.
- [Budget Tutorial](#): Going through real-life scenarios of peoples' budgets and providing a solution on how they can properly manage their budget.
- [Stock Market 101](#): Quick and easy to understand videos showing viewers the best places to begin investing.
- [Financial Literacy](#): Educating viewer's on what financially sound decisions are by sharing content related to debt, saving accounts, retirement accounts, and compound interest.
- [Economics 101](#): Educating viewers on complex economic subject matter such as inflation, foreign exchange currency rates, and recession.
- [Real Estate Advice](#): Providing real estate investment advice to viewers such as how to save on rental taxes and weighing the pros and cons of buying a home vs. renting.

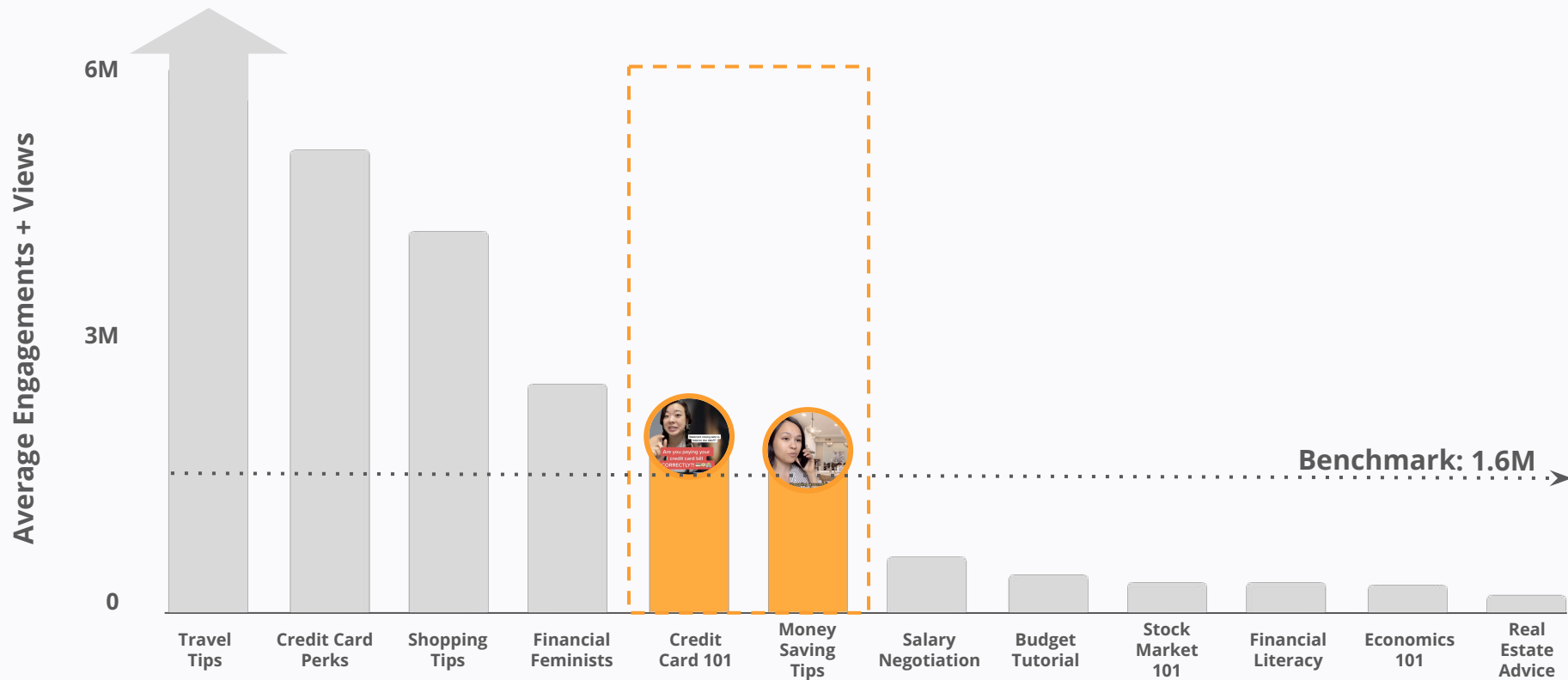
Travel Tips is an **extreme performing** content opportunity, averaging 3X the views & engagement rate on Instagram.



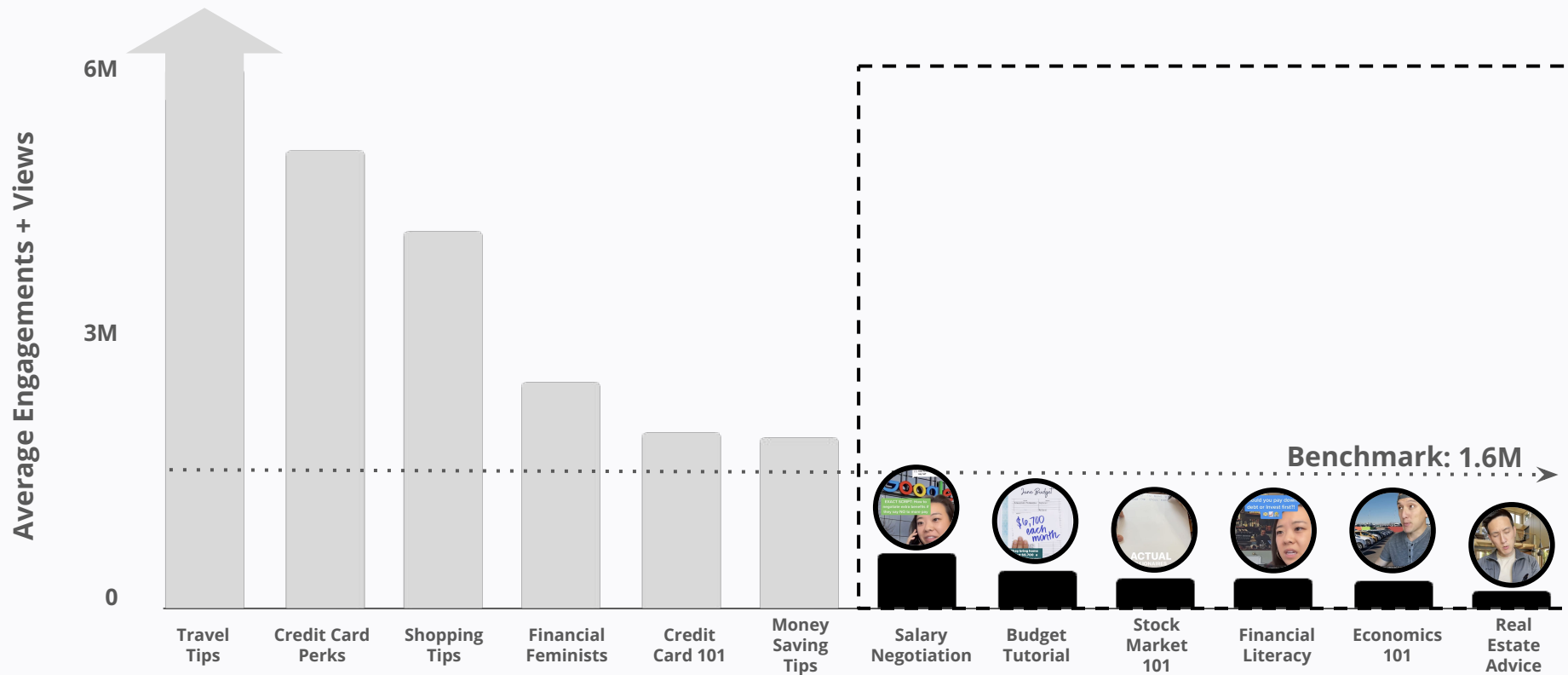
Excellent performing content opportunities in the Financial Services space on Instagram include:

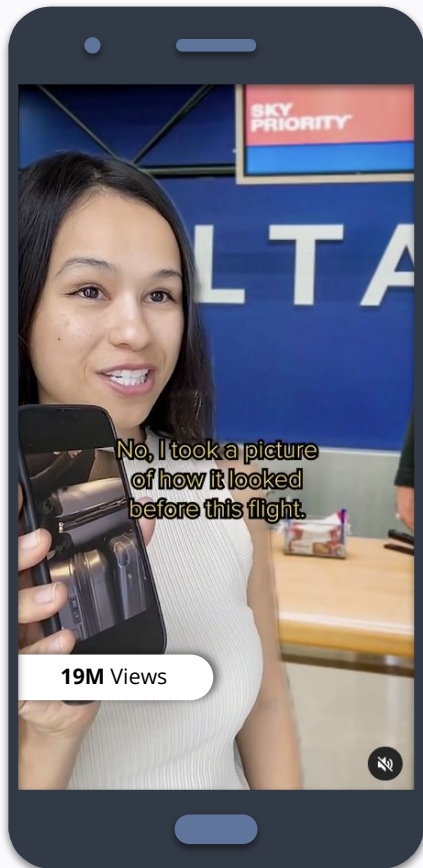
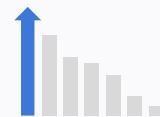


Good performing content opportunities in the Financial Services space on Instagram include:



Low performing content opportunities in the Financial Services space on Instagram include:





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Extreme Performing Segment:

Travel Tips

Proper Travel Compensation

Informing viewers of their total compensation rights with different airlines when dealing with travel related adversities.



Tactics to Implement:

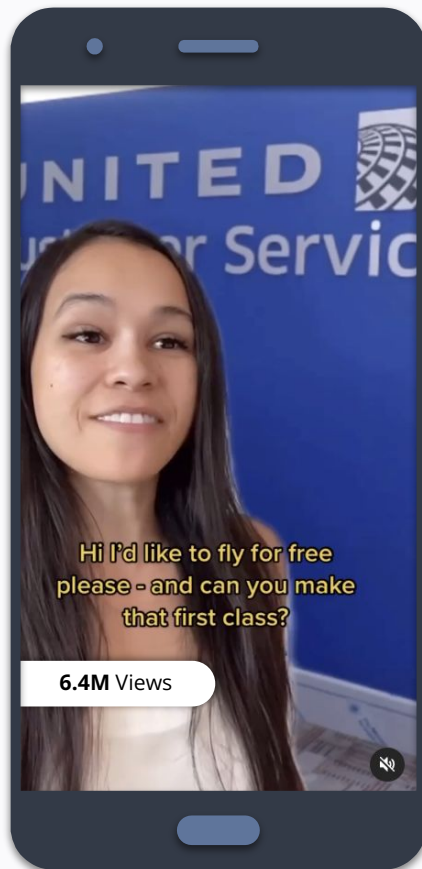
- **Hook:** Both examples open up the video using a question that travellers have ubiquitously had in their minds before, then provide a refreshing new solution for the viewer.
- **Role Play:** [Erika Kullberg](#) provides a sense of comfort for the viewer because she acts out the exact situation that the viewer may have to experience in the future and provides a script on what to say.
- **Long Captions:** Erika Kullberg uses her captions as an area to share lengthy details about the legal information she talks about in her videos.

Top Format:

- **# of Hashtags:** 4 & 4



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Content Opportunities:

#1. Credit Card Perks

Reap The Benefits

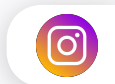
Advising viewers on how to capitalize on the benefits provided by various credit cards.

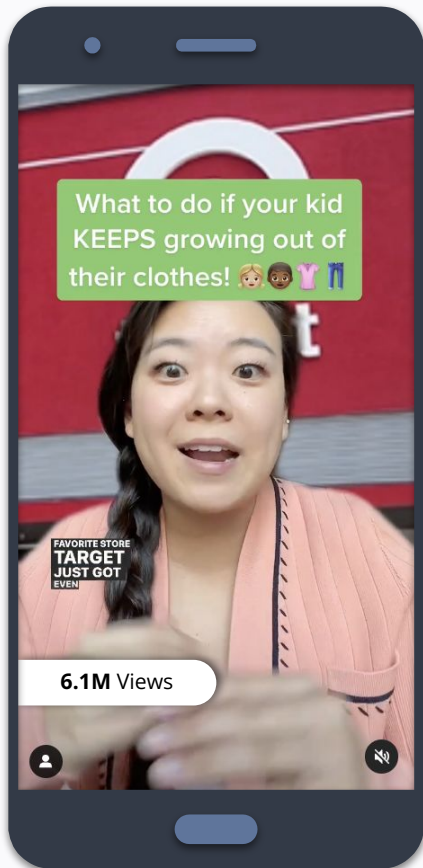
Tactics to Implement:

- **Accessible Luxury:** [Erika Kullberg](#) gives her audience the key to accessing luxurious goods such as a designer purse or a first class flight that they may not be otherwise able to afford.
- **Consistent Format:** Erika always uses the same script format and puts the line "she doesn't know I follow Erica" before providing the solution to her audience. Her consistent editing style and video structure, make her content unique and easily recognizable.

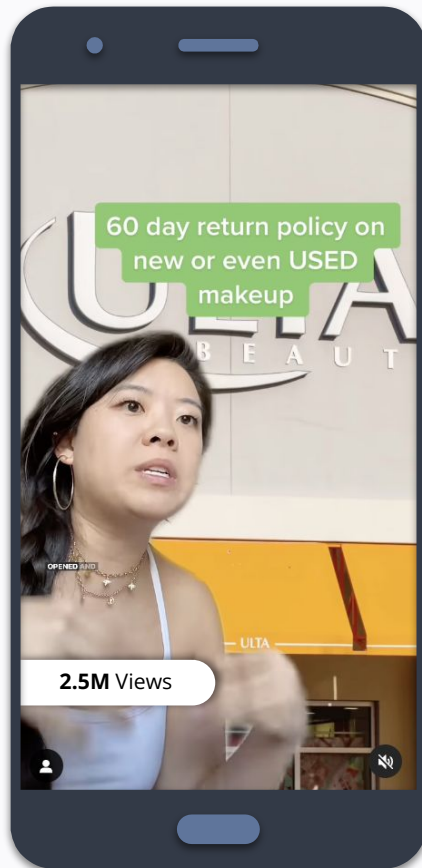
Top Format:

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Content Opportunities:

#2. Shopping Tips

Satisfaction Guaranteed

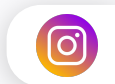
Highlighting brands that have excellent brand warranties and sharing ways people can take advantage of these brands' guarantees.

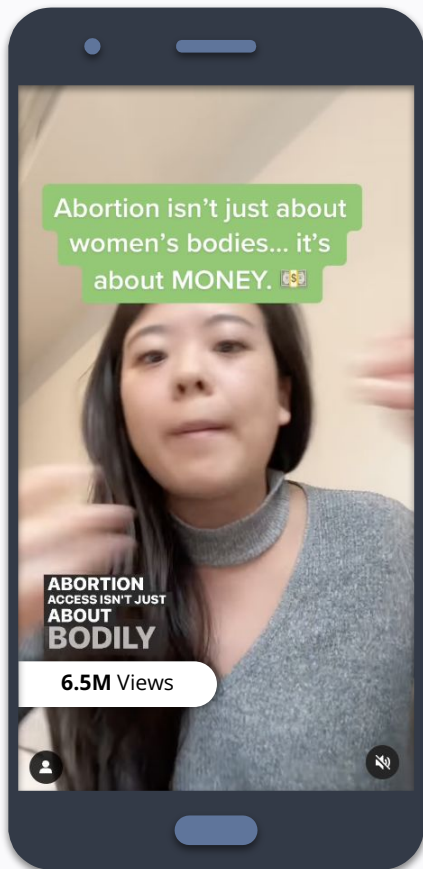
Tactics to Implement:

- **Green Screen:** [Your Rich BFF](#) helps her audience quickly understand the context of her video by adding a virtual background with the logos of the brands she is talking about to all of her videos.
- **Large Text Prompt:** Your Rich BFF uses large text prompts throughout her videos to help emphasize the most important information.

Top Format:

- **# of Hashtags:** 21 & 27





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Content Opportunities:

#3. Financial Feminists

Female Empowerment

Videos empowering women to use their buying power to revolt against political or societal paradigms.

Tactics to Implement:

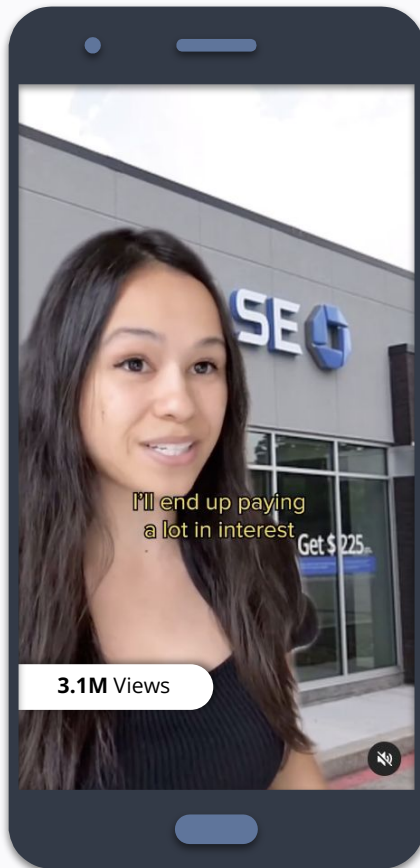
- **Channeling Frustration:** Both videos were posted during the overturning of Roe v. Wade and offer the viewers a remedy for their frustration by either donating to a cause or taking charge of with their buying power.
- **Statistic Backed:** In the video on the [left](#), My Rich BFF provides many statistics to prove her point and give her video more credibility.

Top Format:

- **# of Hashtags:** 25 & 0



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Content Opportunities:

#4. Credit Card 101

Best Practices

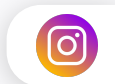
Educating viewers on credit card topics such as how to properly manage credit card payments and maintain good credit.

Tactics to Implement:

- **Consistent Tagline:** Both [Your Rich BFF](#) and [Erika Kullberg](#) have a CTA tagline they say in every video to convert their viewers into followers. Your Rich BFF's CTA is in the beginning of her videos and Erika's CTA is at the end of her videos.
- **Providing Examples:** Creators teach viewers how to manage their credit card payments by using actual examples of a statement balance. They showcase the outcomes of paying your credit card back correctly vs. incorrectly.

Top Format:

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Outliers:

These videos were omitted from their content buckets as 'viral' outliers for exceeding 3x the views and engagements of their respective benchmarks.

Entrepreneur Advice

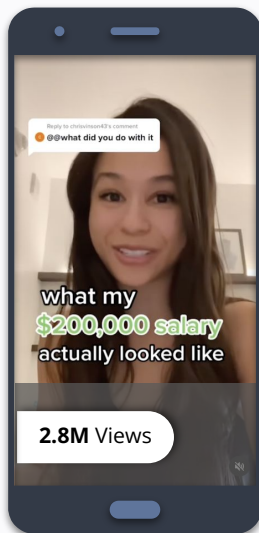


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Tactics:

The creator simplifies a complex tax code topic and summarizes extensive research into a short and easily digestible video clip.

Budget Tutorial

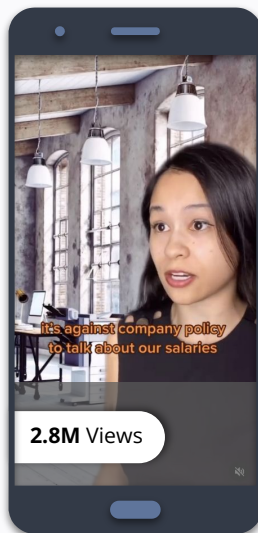


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Tactics:

The creator provides transparency to her audience by breaking down exactly how she budgets out her monthly salary.

Salary Negotiations

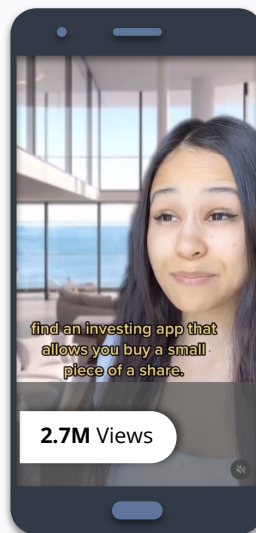


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Tactics:

The creator puts a spotlight on an important topic like salary transparency and shares with her viewers their legal rights to communicate their salary with coworkers.

Stock Market 101

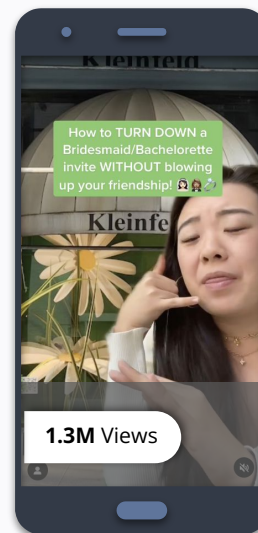


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Tactics:

The creator lowers the barrier to entry for investing by stating one can start with a small amount of money and begin investing easily by clicking the link in her bio.

Life Advice

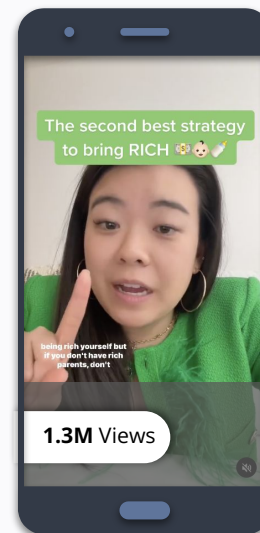


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Tactics:

The creator runs through a common scenario the audience may experience and shows a solution on how to graciously decline an invite and make a good financial decision.

Financial Literacy



[Click to view](#)

Tactics:

The creator caters to her audience's ambitions by discussing how it's possible to become a millionaire by retirement through strategic investing.