



Q4 2022

Content Opportunity Analysis™

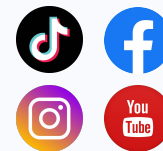
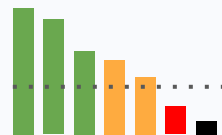
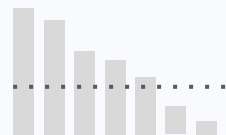
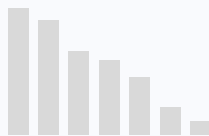
**LinkedIn Financial Services Social Content
Opportunity Analysis™**

Financial Services

Shared

LinkedIn

How the **Social Content Opportunity Analysis™** Methodology Works



1

Measure & Categorize Posts

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

Measure The Benchmark

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

4

Identify & Rank 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.

Key Takeaways

Top content opportunities in Q4 for the Financial Services includes:

Company Milestones:

- Videos detailing recent company achievements or announcements. The top videos in this category are animated explainer videos from Visa.

Inflation & Interest Rates:

- Concise and informative videos announcing interest rate hikes and explaining their correlation to inflation.

Careers in Finance:

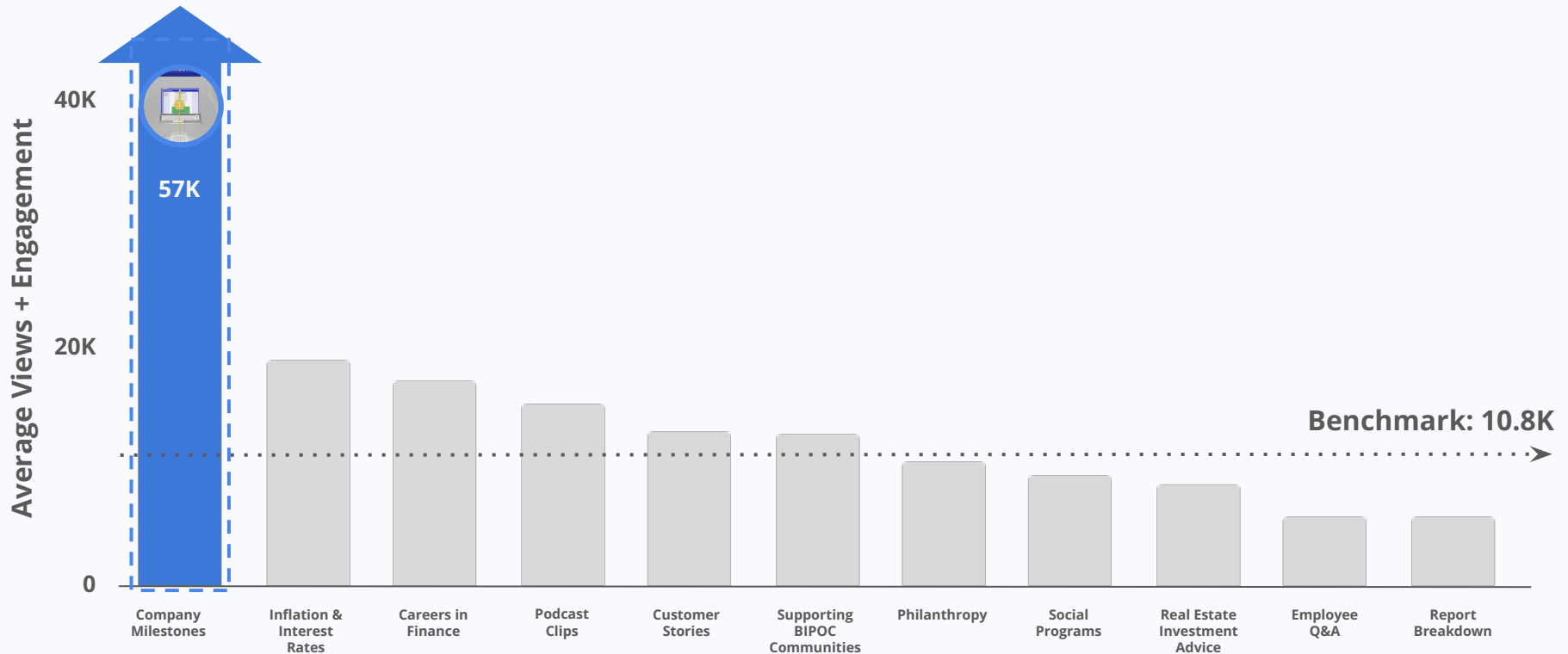
- In these videos, companies or employees describe positive elements of the employee experience such as flexible work policies and career growth opportunities.

LinkedIn Content Bucket Definitions

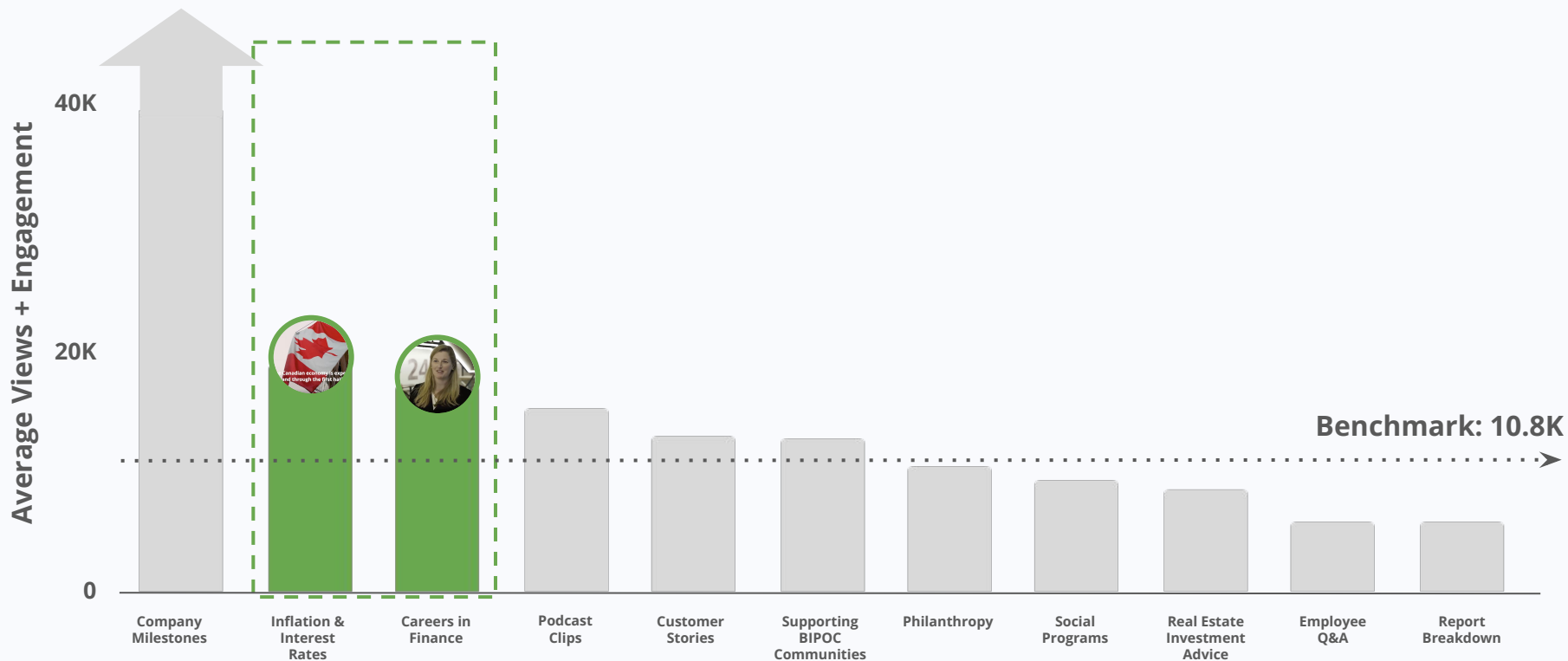
 Click to see example

- **Company Milestones**: Videos detailing recent company achievements or announcements. The top videos in this category are animated explainer videos from [Visa](#).
- **Inflation & Interest Rates**: Concise and informative videos announcing interest rate hikes and explaining their correlation to inflation.
- **Careers in Finance**: Companies or employees describe positive elements of the employee experience such as flexible work policies and career growth opportunities.
- **Podcast Clips**: Short snippets from financial podcasts. The top videos in this category are clips from Scotiabank's podcast, [Perspectives](#).
- **Customer Stories**: These videos highlight the ways that a company's technology and services have contributed to the success of a customer's business.
- **Supporting BIPOC communities**: Videos celebrating companies' work to support historically marginalized communities and underrepresented groups of employees and customers.
- **Philanthropy**: These videos showcase the ways companies are contributing monetarily to charitable causes.
- **Social Programs**: This content highlights the positive outcomes of social programs run by companies. Examples include mentorship programs, scholarships, and youth sports programs.
- **Real Estate Investment Advice**: Videos sharing real estate knowledge and advice regarding homes and investment properties. Top performers are clips from the CIBC-sponsored series, *Buying In*, with real estate investor and HGTV host [Scott McGillivray](#).
- **Employee Q&A**: Q&A session with employees in which they share answers to questions related to personal finance and leadership.
- **Report Breakdown**: The captions for these videos link to financial reports and the videos provide brief summaries of the report's findings.

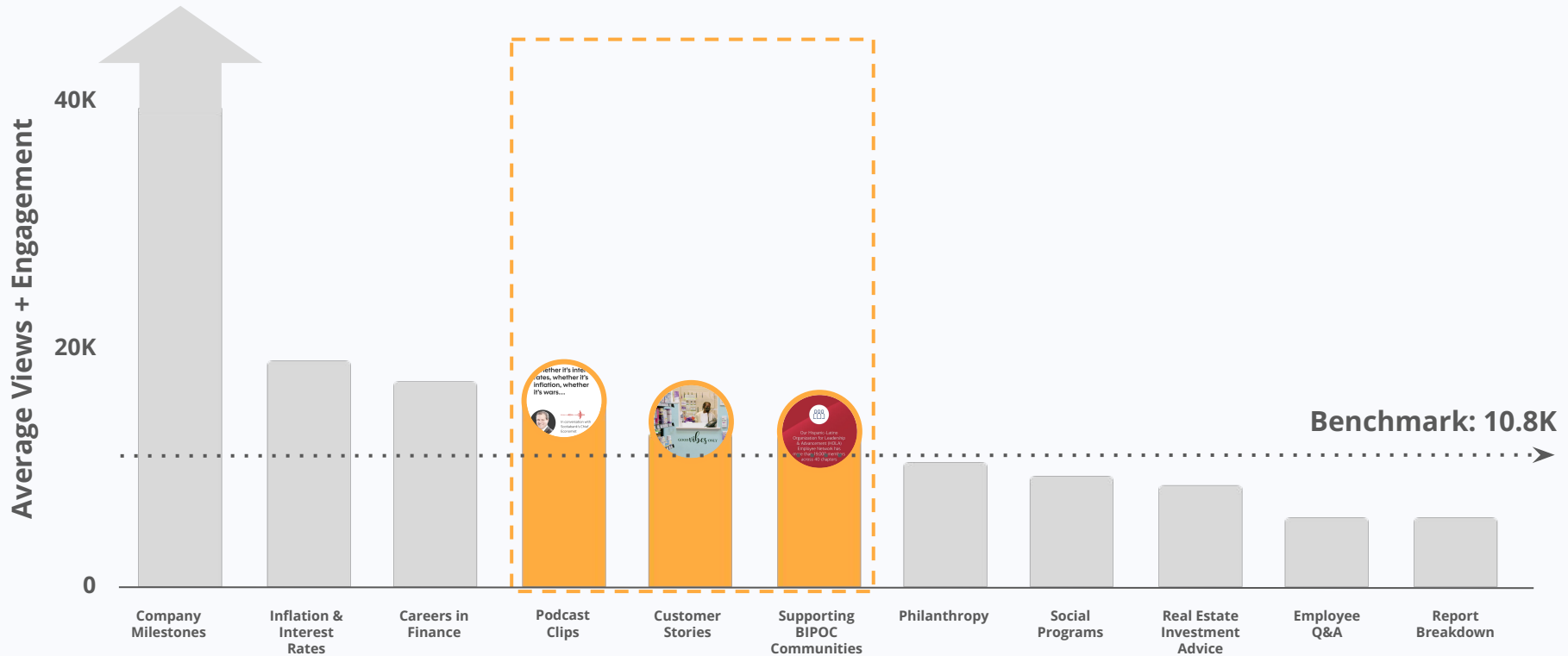
Company Milestones is an **extreme performing** content opportunity, averaging 3X the views & engagement rate on LinkedIn.



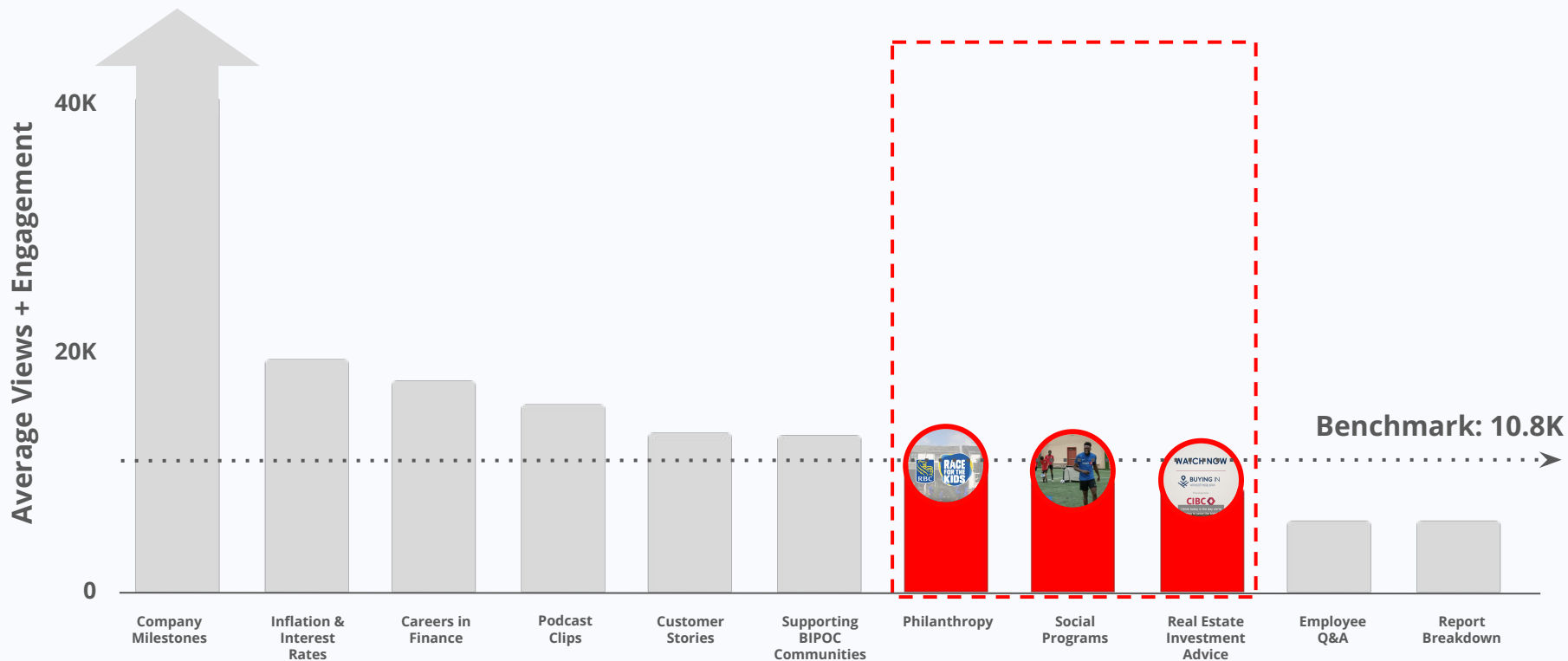
Excellent performing content categories for the Financial Services audience on LinkedIn include:



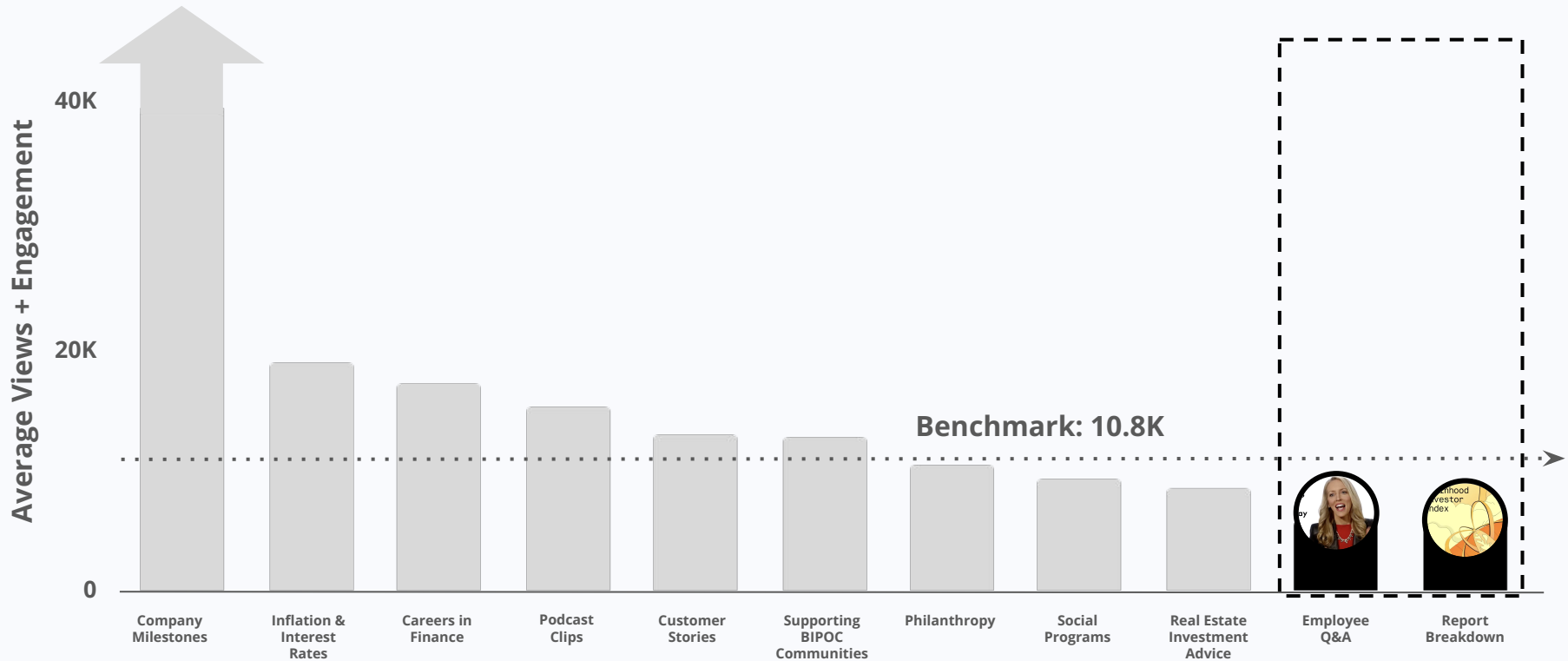
Good performing content categories for the Financial Services audience on LinkedIn include:

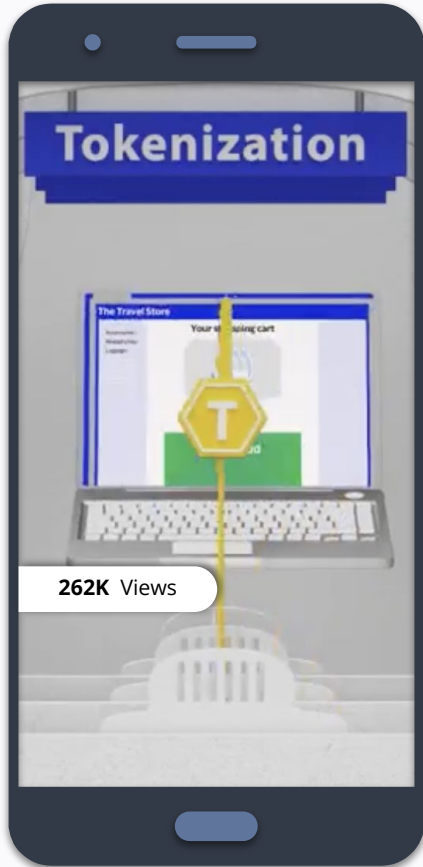
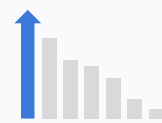


Substandard performing content categories for the Financial Services audience on LinkedIn include:

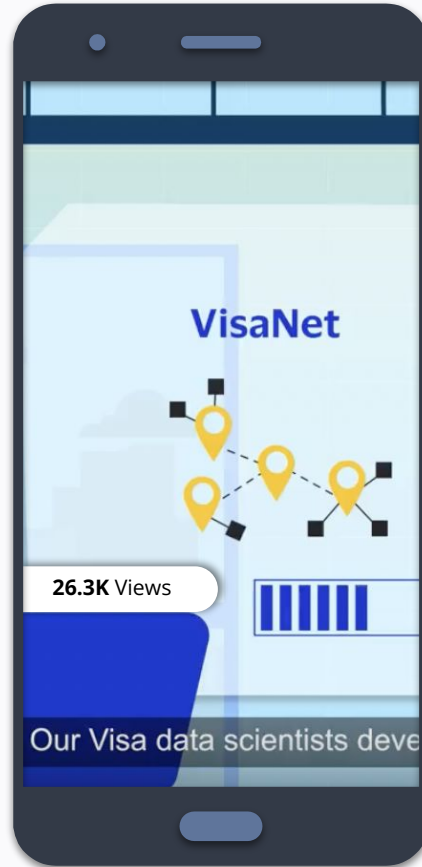


Low performing content categories for the Financial Services audience on LinkedIn include:





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Extreme Performing Segment:

#1. Company Milestones

Videos detailing recent company achievements or announcements. The top videos in this category are animated explainer videos from [Visa](#).

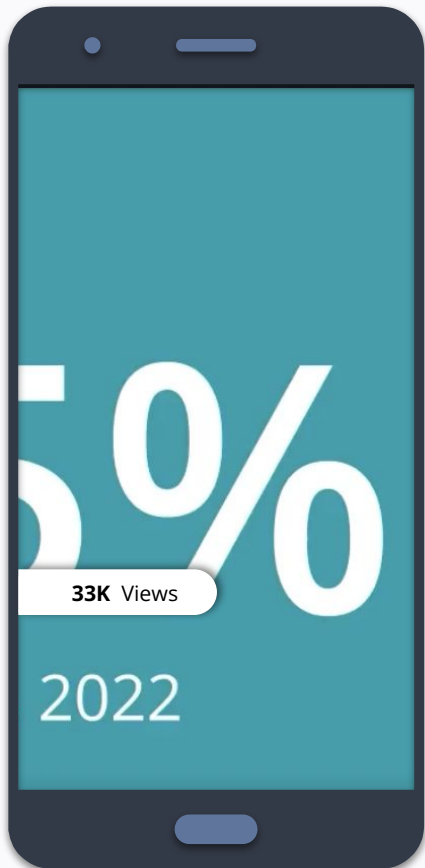


Tactics to Implement:

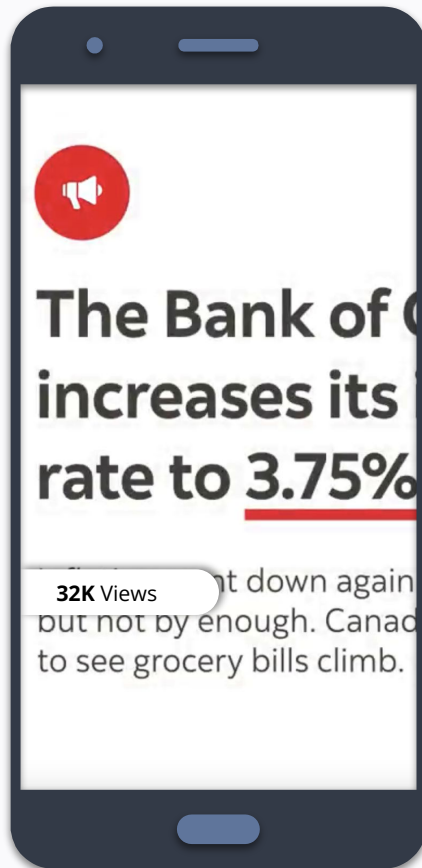
- **Captions:** The video captions provide a simple account of the company's achievement or announcement and a detailed explanation is communicated through the video.
- **Visual Explanations:** [Visa](#) uses compelling motion graphics to illustrate complex concepts.
- **Narrative:** The visual explanation is paired with verbal or text-based narration.

Top Format:

- **Duration:** 0:33 & 1:29
- **Style:** Animated



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Content Opportunities:

#2. Inflation Rates & Interest

Concise and informative videos announcing interest rate hikes and explaining their correlation to inflation.

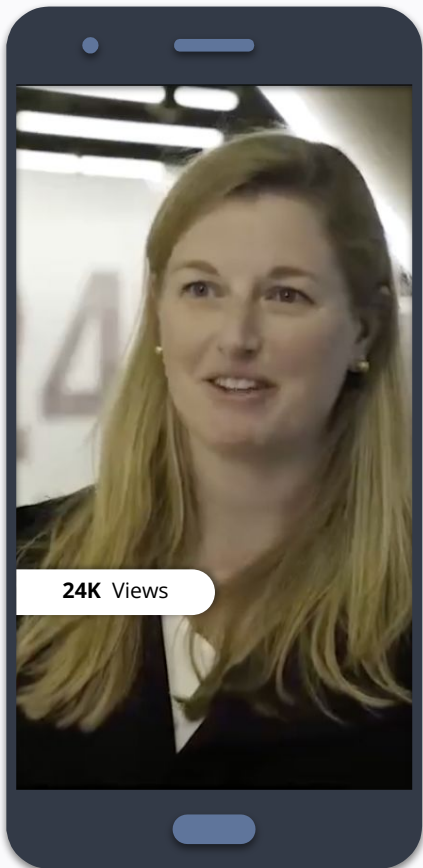


Tactics to Implement:

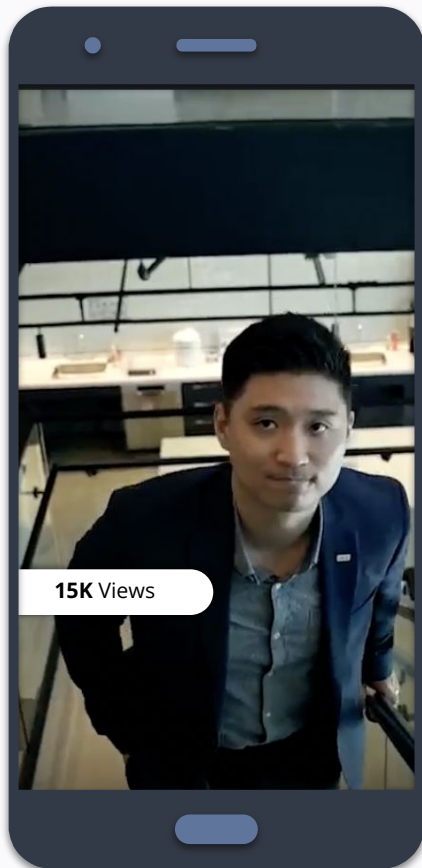
- **Bite-Sized Information:** These videos are text-based and provide minimal information in each clip making them easy to read and understand.
- **Additional details:** This bite-sized information is accompanied by long-form explanations provided in the caption directly or via a web-page link in the caption.
- **Current:** Both videos were posted within the same 24 hours as the interest rate hikes that they cover.

Top Format:

- **Duration:** 0:06 & 0:13
- **Hashtags:** 2 & 0



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Content Opportunities:

#2. Careers in Finance



In these videos, companies or employees describe positive elements of the employee experience such as flexible work policies and career growth opportunities.

Tactics to Implement:

- **Personal:** In both videos, [CIBC](#) provides employee names with on-screen tags as they focus on the individual, making the content feel more personal.
- **CTA:** The CTA for both videos is to visit CIBC's careers page. The videos do not contain a recruiting pitch and instead provide a link to the page at the end of the video caption.
- **Candid:** [This video](#) clips together interview footage in which employees provide feedback on their hybrid work policy. The conversational tone and remarks from the interviewer makes this feel like candid, unscripted content.

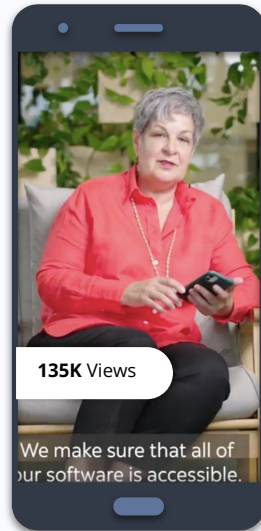
Top Format:

- **Duration:** 2:03 & 0:31

Outliers:

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

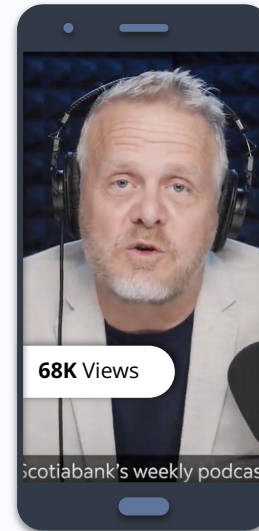
Employee Q&A



[Click to view](#)

Content: This video was also posted on [Scotiabanks' Facebook page](#) where it received 144K views. The video serves as a way to celebrate an employee and highlight Scotiabank's commitment to inclusion through accessible technology.

Podcast Clips



[Click to view](#)

Content: This video introduces a new season of [Scotiabank's](#) podcast, Perspectives. It provides samples of the subject matter through short snippets and announces the new episode release cadence.