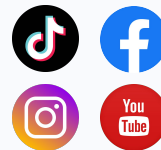
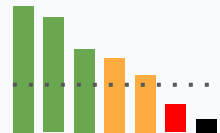
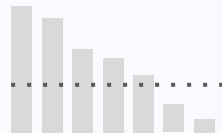
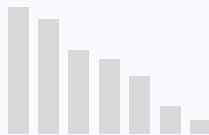


# How the **Social Content Opportunity Analysis™** Methodology Works



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 audience include:

- **Success Strategies & Inspiration:**

Clips from business coach and speaker Jack Wu (JW Success). Wu's content targets entrepreneurs and individuals striving for financial success.

- **Economic Outlooks:**

Expert economists and financial analysts share informed perspectives on the current state of global markets and economic trends in interviews, podcast clips, and webinars.

- **Tax Break Tips:**

In these videos, finance influencers break down specific tax rules and explain how they can be used to reduce the burden of personal tax owing.

- **Debt & Borrowing:**

These videos share information on the most effective ways to leverage and pay back debt.

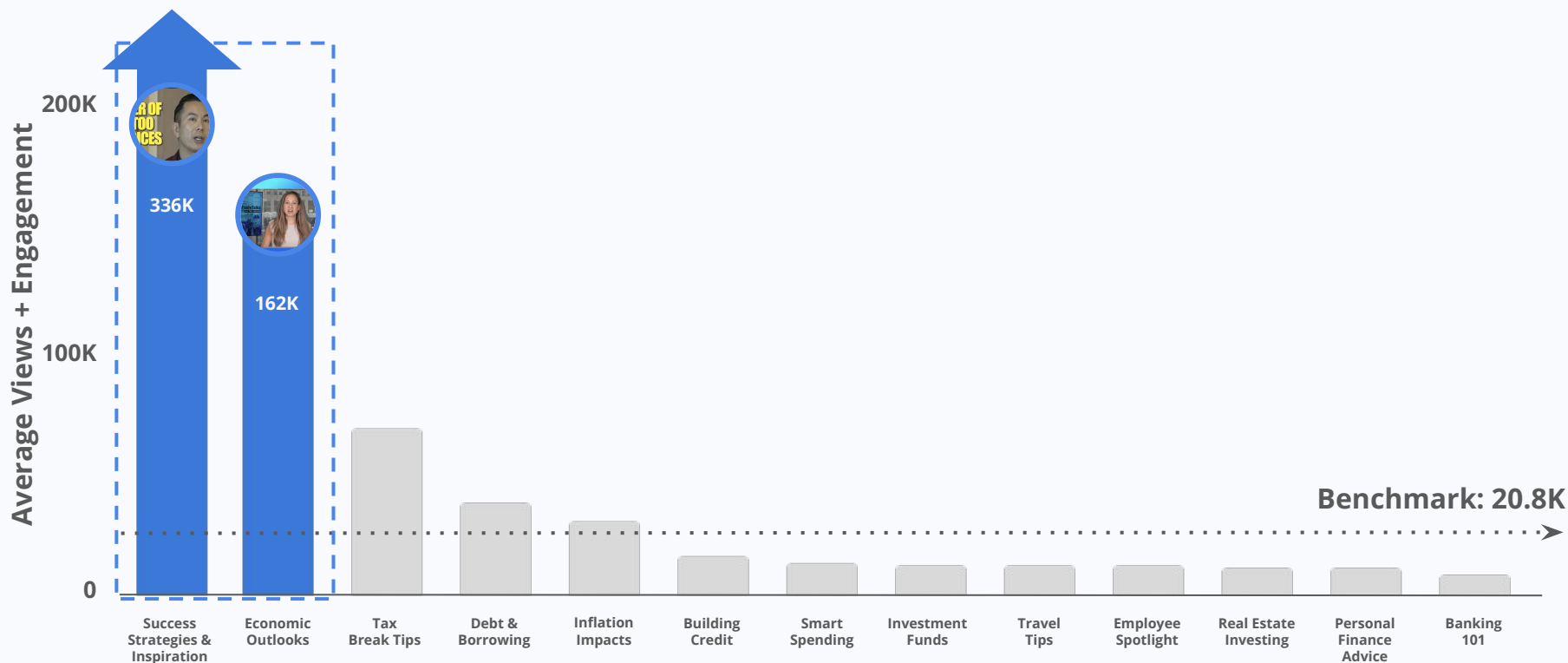
# Facebook Content Bucket Definitions

Click to see example

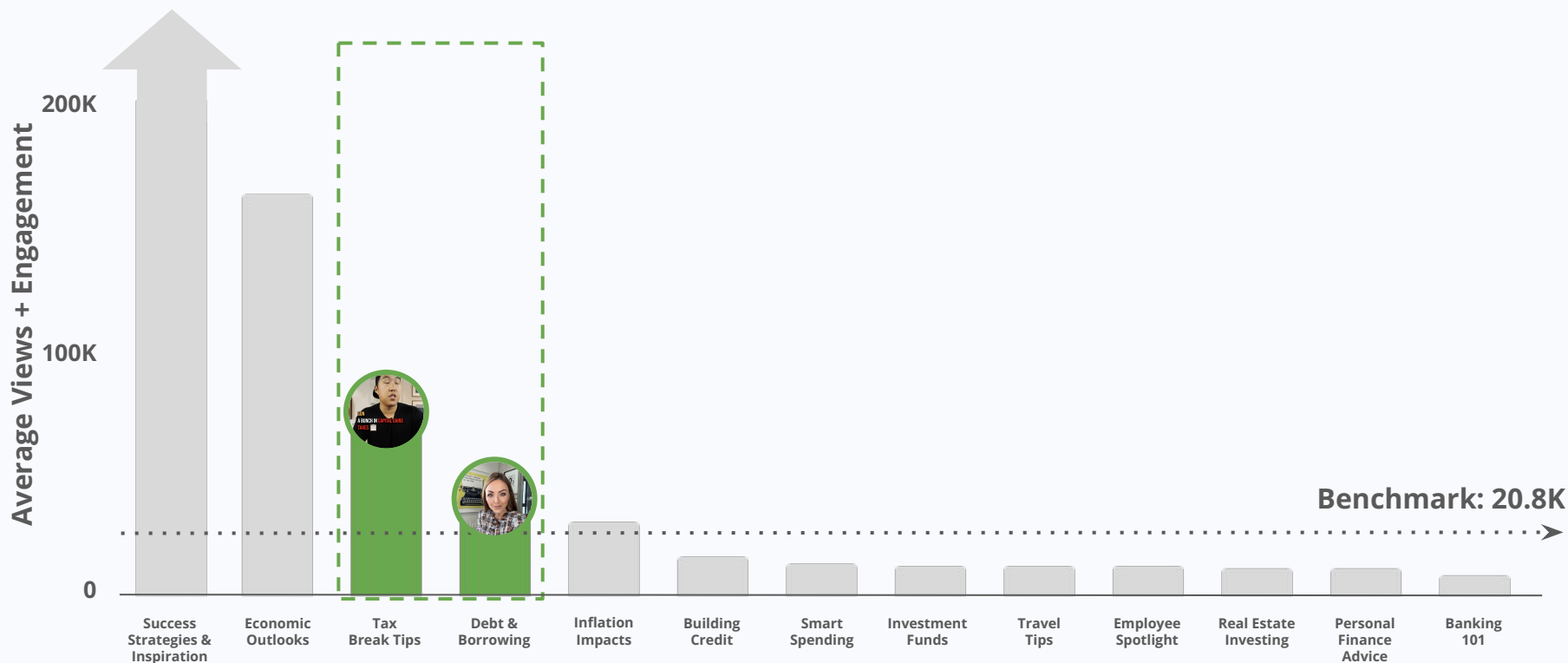


- **Success Strategies & Inspiration**: Clips from business coach and speaker Jack Wu ([JW Success](#)). Wu's content targets entrepreneurs and individuals striving for financial success.
- **Economic Outlooks**: Expert economists and financial analysts share informed perspectives on the current state of global markets and economic trends in interviews, podcast clips, and webinars.
- **Tax Break Tips**: In these videos, finance influencers break down specific tax rules and explain how they can be used to reduce the burden of personal tax owing.
- **Debt & Borrowing**: These videos share information on the most effective ways to leverage and pay back debt.
- **Inflation Impacts**: Videos that examine the impact of inflation on stock prices, interest rates, and spending trends.
- **Building Credit**: These videos describe strategies to build and improve your credit score.
- **Smart Spending**: In the videos, banks and finance influencers provide tips to increase savings by changing spending habits.
- **Investment Funds**: Educational videos that explain what an investment fund is and how to buy in, or rank top-performing index funds.
- **Travel Tips**: In these videos, creators discuss the credit cards and loyalty programs they use to save money on flights, hotels, and rentals.
- **Employee Spotlight**: Videos highlighting a standout employee and sharing their personal story or a specific interaction with a customer.
- **Real Estate Investing**: This content answers questions about down payments, interest rates, and how to earn income from short-term rental properties.
- **Personal Finance Advice**: These videos are from finance influencers and share advice and information on budgeting, investing, and borrowing to build wealth or reduce debt over time.
- **Banking 101**: These videos educate viewers on different types of accounts and their benefits and share tips for avoiding fees and securing online banking.

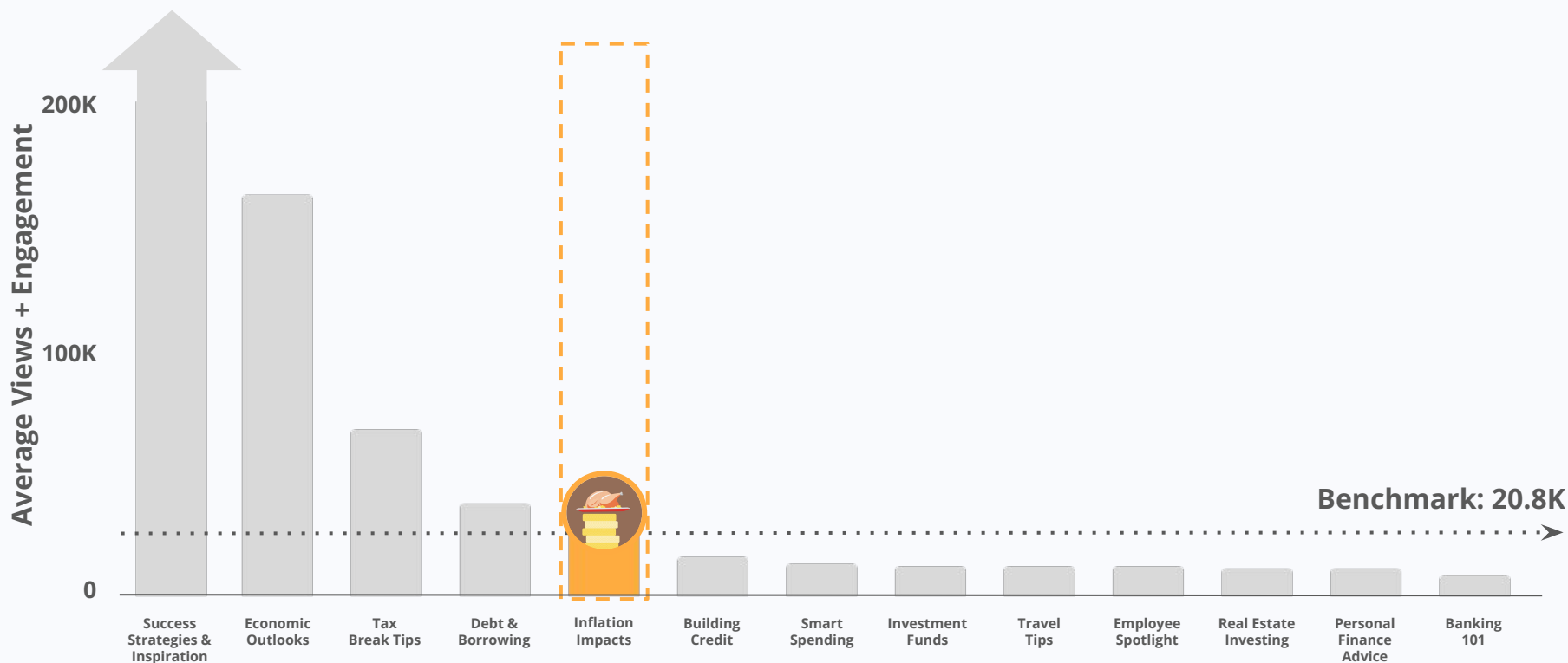
**Success Strategies & Inspiration** and **Economic Outlooks** are **extreme performing** content opportunities, averaging 3X the views & engagement rate on Facebook.



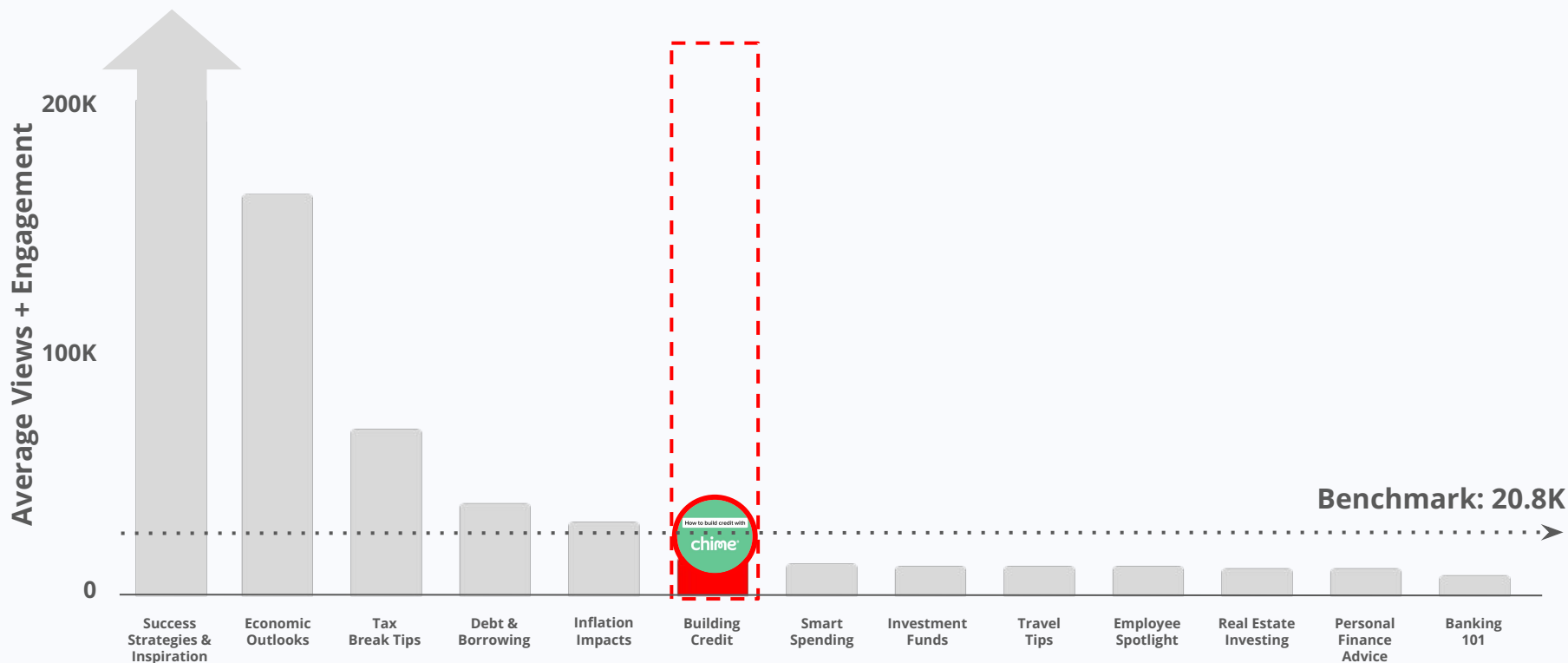
**Excellent performing** content categories for the Financial Services audience on Facebook include:



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

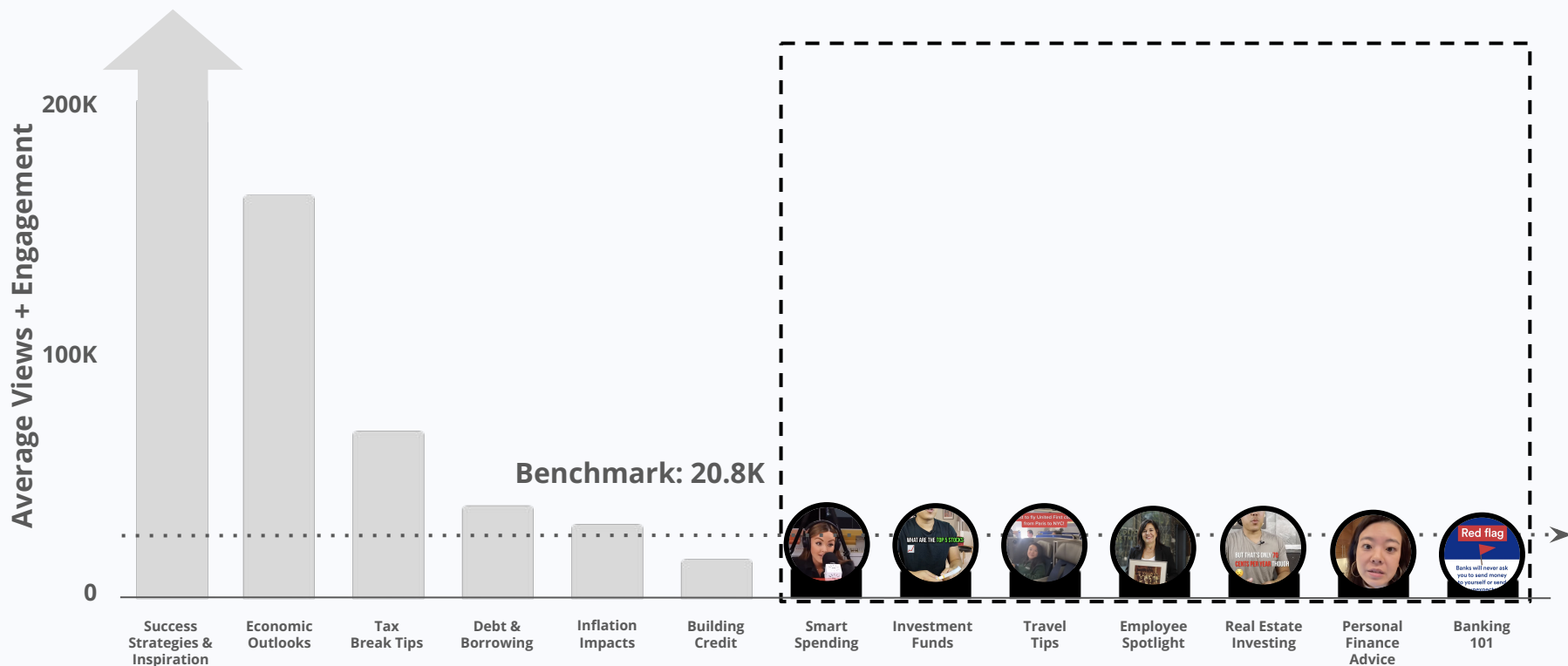


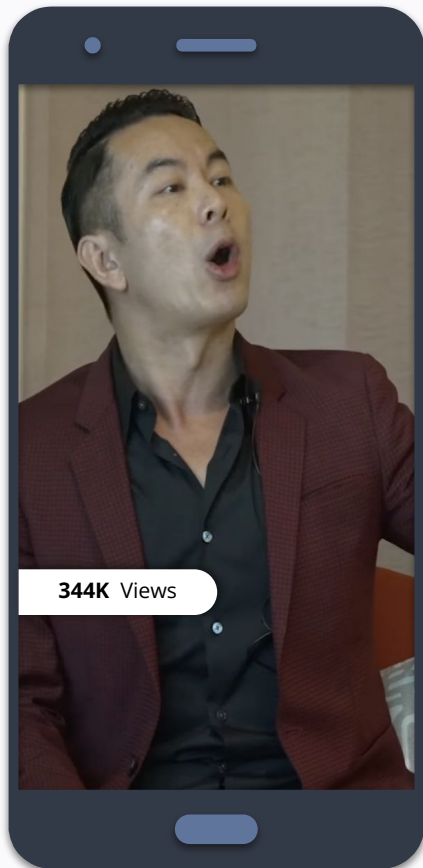
**Substandard performing** content categories for the Financial Services audience on Facebook include:



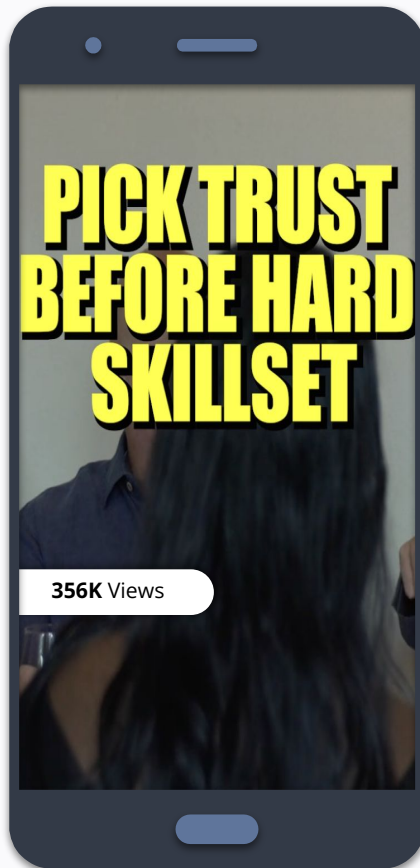


**Low performing** content categories for the Financial Services audience on Facebook include:





[Click to view](#)



[Click to view](#)

Extreme Performing Segment:

## Success Strategies & Inspiration



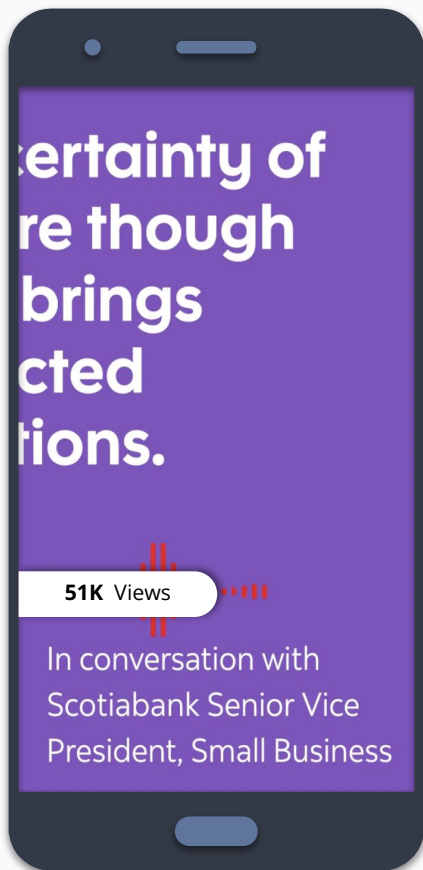
Clips from business coach and speaker Jack Wu ([JW Success](#)). Wu's content targets entrepreneurs and individuals striving for financial success. These video clips are from recordings of Wu's speaking engagements.

### Tactics to Implement:

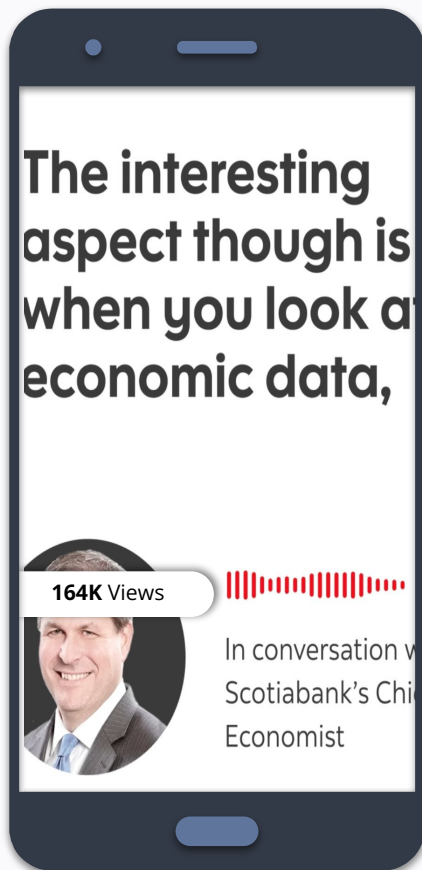
- **Single Topic Focus:** Videos are snippets from full-length talks given by Wu and highlight a single topic or idea.
- **Video Caption & Title:** Titles are concise descriptors of the conversation topic and additional details are provided in the caption.
- **On-Screen Text:** On-screen text captures key takeaways in bright and bold font and is shown for 5 seconds.

### Top Format:

- **Duration:** 3:27 & 2:18 seconds
- **# of Hashtags:** 18 & 16



[Click to view](#)



[Click to view](#)

Extreme Performing Segment:

## Economic Outlooks

Expert economists and financial analysts share informed perspectives on the current state of global markets and economic trends in interviews, podcast clips, and webinars. Top videos in this category were clips from Scotiabank's podcast, [Perspectives](#).

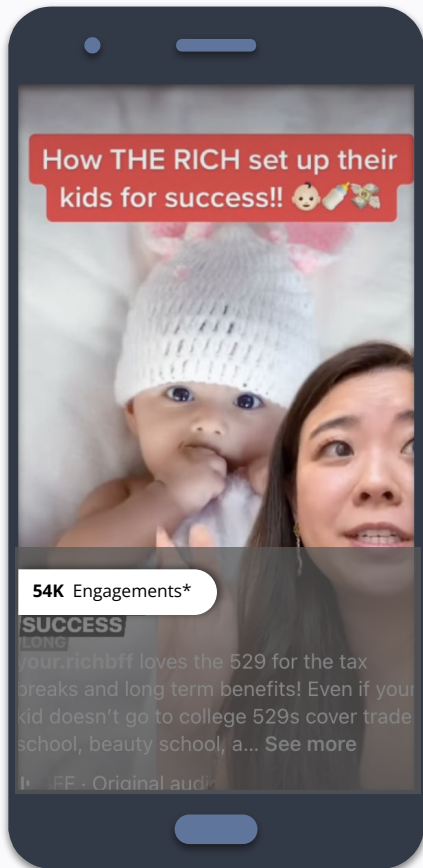
### Tactics to Implement:

- **Visual Elements:** [Scotiabank](#)'s podcast clips are paired with speaker headshots, titles and subtitles to add video context and make it easy to follow along.
- **Short & Sweet:** These videos are 20-30 seconds in length.
- **Current:** Content covers current financial events and addresses news that has come out within the same week.

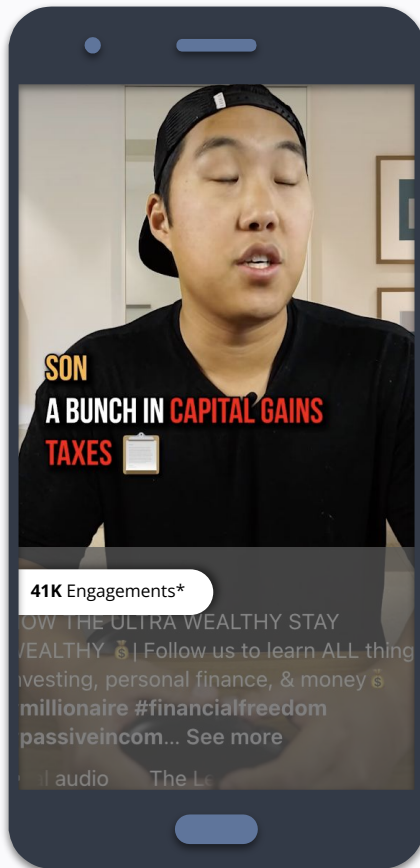
### Content Opportunity:

- **Links:** When posting clips from other content sources, include links to the original source in captions or titles to funnel viewers back to your content.





[Click to view](#)



[Click to view](#)

Content Opportunities:

## #1. Tax Break Tips

In these videos, finance influencers break down specific tax rules and explain how they can be used to reduce the burden of personal tax owing.

### Tactics to Implement:

- **Supporting Visuals:** [Your Rich BFF](#) uses a green screen to overlay her video on top of images and text that aid in her explanation of a 529 Plan and the associated tax breaks.
- **Roleplay Skits:** [The Legacy Investing Show](#) uses an example to describe how trusts can be used to avoid estate and capital gains tax by acting out a dialogue between a son and a father.

### Content Opportunity

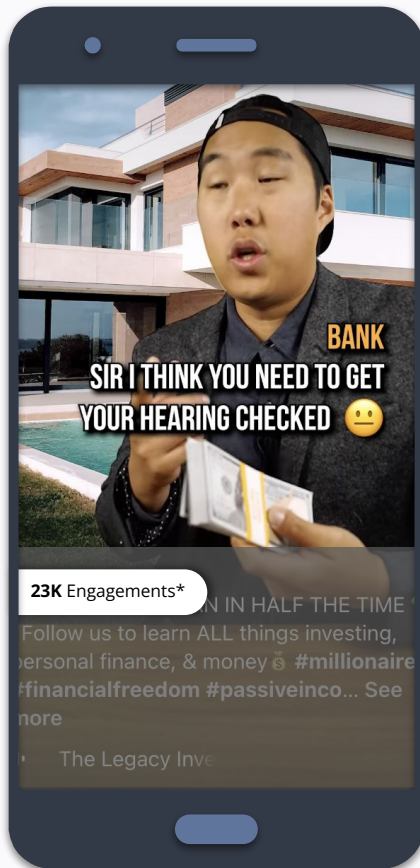
- **First Impressions:** Optimize captions and thumbnail images for increased click rate like these creators have done; The thumbnail in [this video](#) includes the text “How THE RICH set up their kids for success!!” and [this video's](#) caption reads “HOW THE ULTRA WEALTHY STAY WEALTHY”.



\*Facebook Reel Views Unavailable



[Click to view](#)



[Click to view](#)

Content Opportunities:

## #2. Debt & Borrowing

These videos share information on the most effective ways to leverage and pay back debt.

### Tactics to Implement:

- **TikTok Trends:** Creator, [Your Rich BFF](#), created [this video](#) in response to the viral Tiktok trend started by [cajunventures](#).
- **Repurposed Content:** Both videos were first posted on these creators' TikTok accounts.
- **High-Earning Creators:** [Your Rich BFF](#) and [Legacy Investing Show](#) leverage their own high incomes and net worths to attract viewers with wealth-building goals and an interest in investing.

### Top Format:

- **Duration:** 0:35 & 0:45
- **# of Hashtags:** 13 & 8

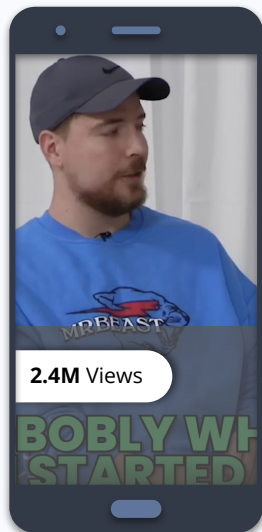


\*Facebook Reel Views Unavailable

## Outliers:

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

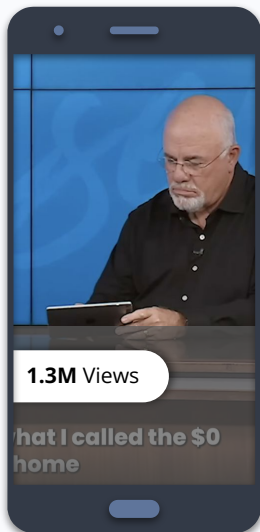
### Millionaire Interviews



[Click to view](#)

**Content:** This video is from [Graham Stephan](#) and features an interview with creator and entrepreneur, [Mr. Beast](#). The conversation digs into Mr. Beast's business model and plans for the future.

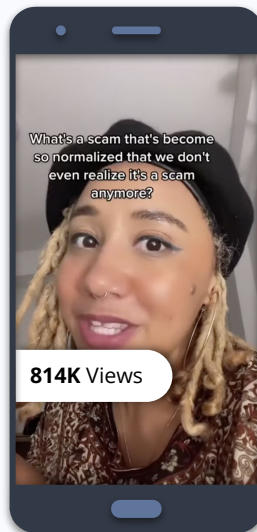
### Portfolio Review



[Click to view](#)

**Content:** In this video, personal finance guru, [David Ramsey](#), reviews [Graham Stephan's](#) investment portfolio and shares tips from his own experience investing in real estate.

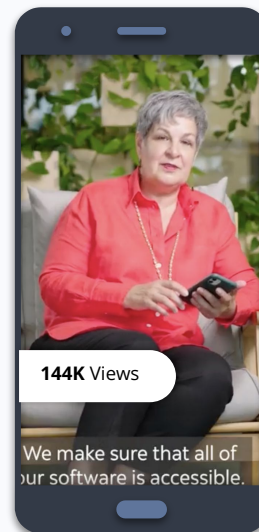
### Banking 101



[Click to view](#)

**Content:** This video reveals banks that charge overdraft fees. It was originally posted to Chime's [TikTok account](#) and used the stitch feature to follow the 'normalized' scams TikTok trend that went viral with [this video](#).

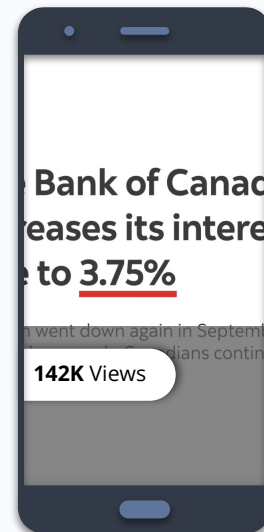
### Employee Spotlight



[Click to view](#)

**Content:** This video from [Soctiabanks'](#) series, Humans of Scotia, features an employee leading digital accessibility. The video serves as a way to celebrate an employee and highlight Scotiabank's commitment to inclusion through accessible technology.

### Inflation Impacts



[Click to view](#)

**Content:** This text-based video from [Scotiabank](#) shares a timely update on an interest rate hike. The video itself includes a few sentences while the caption consists of a long-form explanation with quotes from the Bank of Canada.