

# Hootsuite

## Unlocking What People Really Want from Financial Brands on Social Media

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THE FINANCIAL BRAND

**FORUM**

# Hey, I'm Mark



1. I moved from Ireland to Vancouver without even Googling it  
(Spoiler alert: there are a lot of mountains)
2. I've been to 30 countries and counting
3. I have a Masters in Human Nutrition

**A Harvard study, *The B2B Elements of Value*,  
looked at what B2B  
buyers valued most  
when making purchase  
decisions...**

*What is it?*

A photograph of two men in business suits shaking hands in a vast field of colorful flowers. The field is filled with various types of flowers in shades of red, orange, yellow, and purple. In the background, there are rolling green hills under a blue sky with scattered white clouds. The overall scene is bright and positive, symbolizing a successful partnership or agreement.

# Relationships!

**The modern customer relationship is on social.**

***Led by the social marketer.***



## *But these relationships are on thin ice 🤨*

63%

of the population  
recognize that  
advertising is what  
keeps social media free

*(...but 59% think there is too much of it)*

52%

of people are  
exhausted by self-  
promotional  
**brand content**

1 in 3

would prefer  
if there was  
no brand  
content at all



**The brutal truth is that people will take active steps to avoid content they don't like from businesses on social media.**



What has caused consumers to **unfollow or hide** a brand in the last 12 months?

68%

said boring content





But we're in  
*FINANCE!*

We're supposed to be SERIOUS!

Ever heard of COMPLIANCE, *Mark??*

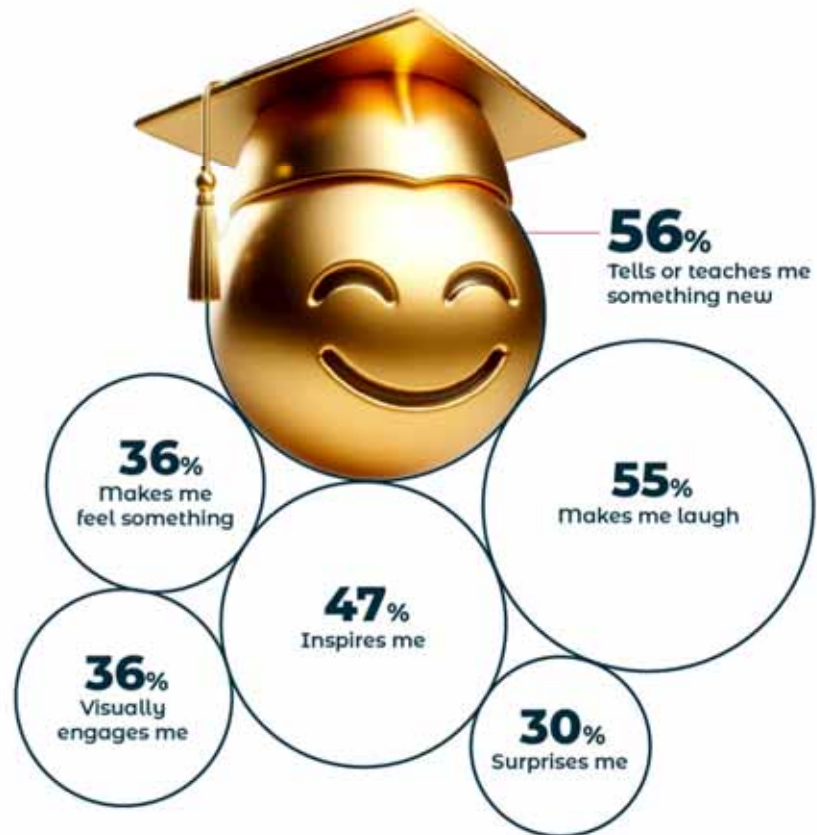


## *Content people actually like to see from brands*

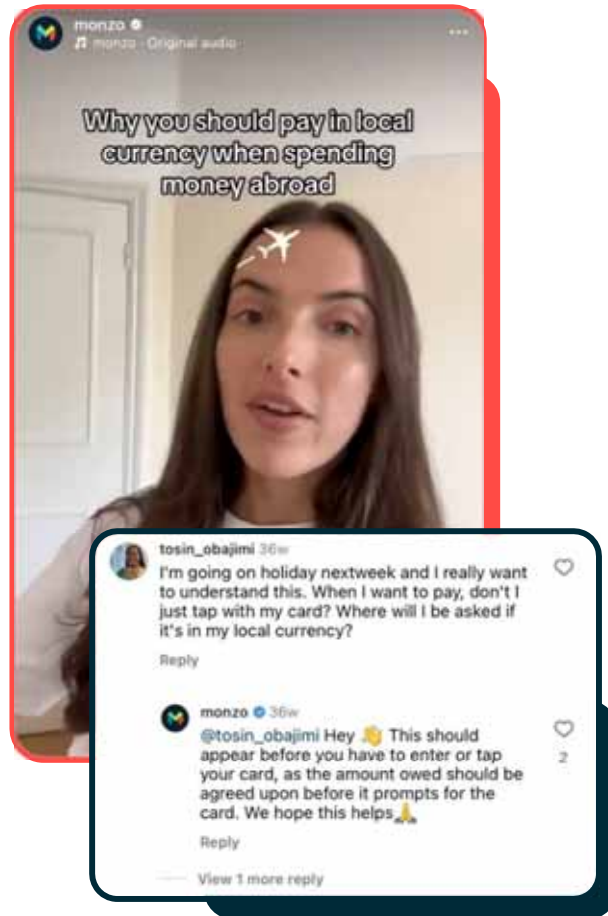
Our 2024 Trends study showed that consumers want to be entertained. But what entertains them?

### The trifecta of entertainment:

- Something new
- Something funny
- Something inspirational




Sample: 6,026 respondents  
Source: Hootsuite 2024 Consumer Survey



**Wealthsimple** 122,856 followers  
Alternative investments can be kind of hard to understand... unless you have alt rock icon (and overall alternatives expert?) [Bif Naked](#) as your teacher. 🎸

\*potential

Higher Returns



Brayden Cohen and 230 others

**Wealthsimple** @Wealthsimple · Feb 22  
Lots to learn about on the TLDR podcast. This week, come for us arguing the semiotics of Mark Zuckerberg yelling at Apple from his couch. Stay for [@kylascan](#) explaining the most exciting thing in the world to her: central bankers!

**Zuck's Couch Throwdown**



100 TLDR PODCAST

**Iain Ross** · 3rd+  
Sr. Creative Producer - Creative Content at Rogers Communications  
A crossover I didn't know I needed until now. 🎧

Like · 5 · Reply

**Ramy Bayyour** · 3rd+  
Enterprise Accounts at Looplo | Helping Ambitious Companies Grow  
WS marketing team knocking it out of the park once again 🙌

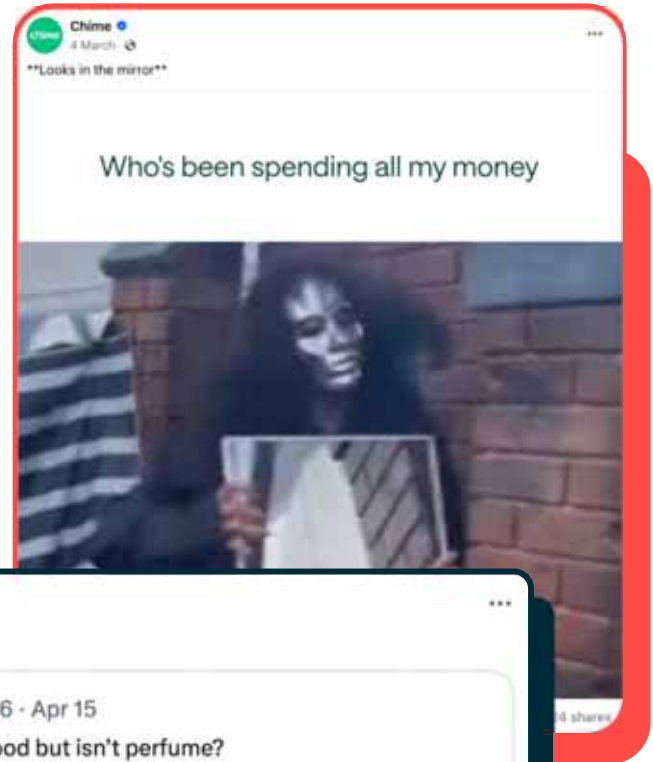
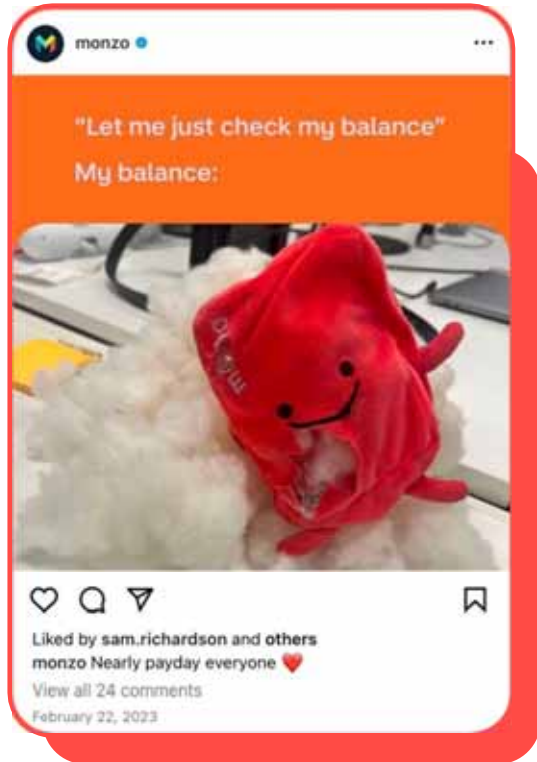
Like · 3 · Reply

**Brent Barrett** (He/Him) · 2nd  
UPS - Customer Service Associate  
Wealth Simple marketing department is crushing it. Love the podcast and newsletter. Simple, authentic, humorous and human messaging! Kudos....

Like · 1 · Reply

**You don't have to  
be *unhinged* to be  
entertaining on  
social media.**





58%

of social marketers working  
in finance say that **content  
approval processes** make  
it harder to do their job





# *Your social media management platform should be able to help you...*



## **Monitor all brand-related social content**

Monitor all social media accounts that claim to be affiliated with your brand—verified and unverified—in one central location.



## **Ensure that all communications are compliant**

Automatically flag risky posts that may violate industry regulations or internal policies.



## **Prevent costly damage to your brand**

Use real-time account monitoring to prevent embarrassing mistakes and remove malicious content that could damage your brand.



# What that looks like in action...

New post SOMOS - Finance Demo Campaign

Publish to SOMOS

Content

Come invest with me | guarantee you 100% returns

70 / 3,000


**Your post is not compliant**

- Promissory Financial Statements: "invest with me"
- IIROC: "invest with me"
- + 1 more

LinkedIn

SOMOS Just now

Come invest with me | guarantee you 100% returns



Like Comment Share

Social networks regularly make updates to formatting, so your post may appear slightly different when published. [Learn more](#)

What has caused consumers to **unfollow or hide** a brand in the last 12 months?



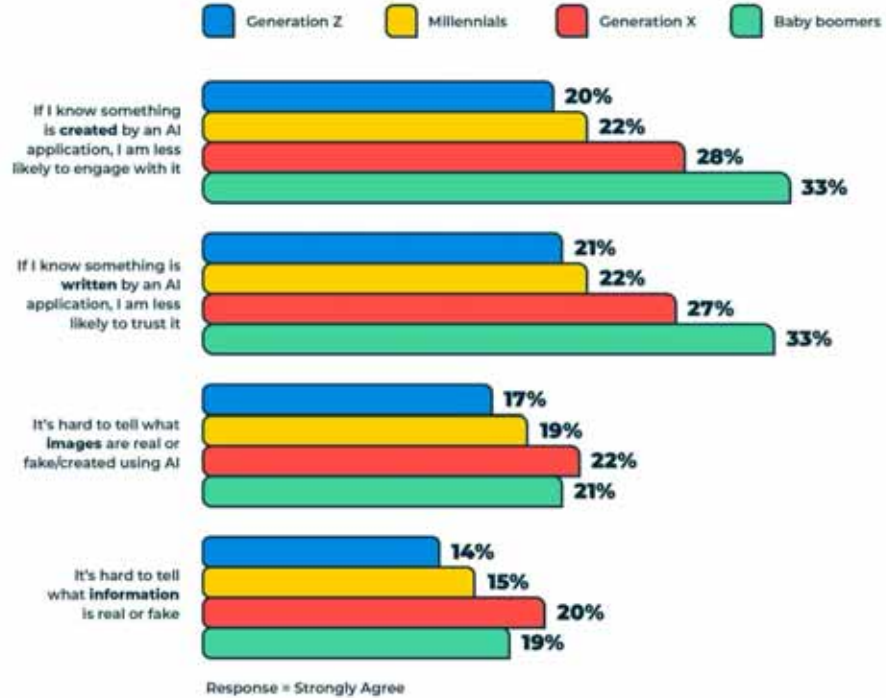
**62%**

of consumers say they are **less likely to engage with and trust content** if they know it was created by an AI application

**AND YET...****640%**

increase in **financial services' planned use of AI and chatbots** to respond to messages on social in 2024

# Different generations feel differently about AI



# When to bot *(and when to not)*



## *Use the bots*

- Brainstorming ideas
- Helping organize your thoughts
- Giving content suggestions
- Writing first drafts for captions
- Suggesting images



## *Keep it human*

- Creating a content strategy for social
- Editing and refining captions
- Ensuring images and posts are up to brand standards
- Interacting in the comments section

What has caused consumers to **unfollow or hide** a brand in the last 12 months?

62%

said excessive self-promotion



**A great, modern  
social strategy is  
about consistently  
adding value to  
the relationship.**

So you can earn the right  
to extract value later.



# Brands are selfish on social media

My brand is looking goood.

~40%

of consumers feel brands are too focused on themselves.

~50%

of brands post about themselves multiple times a week.



# We get it

**Creating quality content that provides value is HARD.**







"Having access to a growing audience of over *nine million people through our employees' networks* has opened doors for our digital marketing strategy."

4.7K

employee posts shared last year

9.5M

people reached last year (a 43% increase)

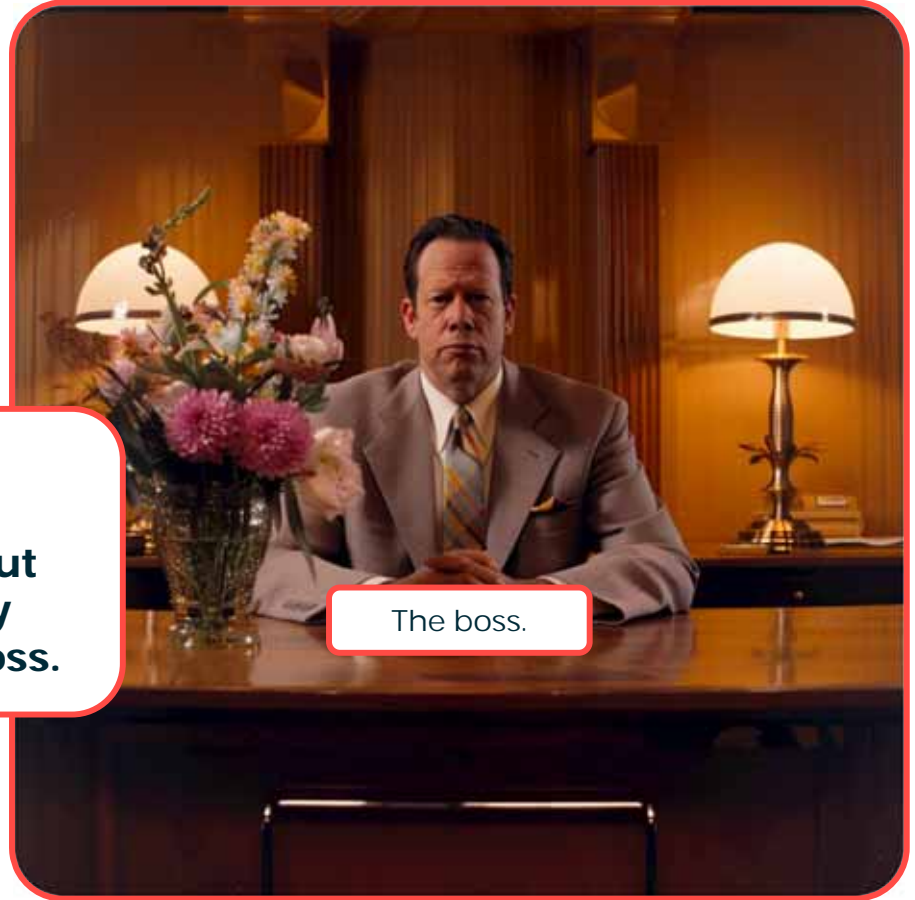
229%

increase in social media impressions year-over-year

**This all sounds  
great in theory,  
Mark...**

**...but to consistently pump out  
content this great I need way  
more investment from my boss.**

The boss.



A woman with long brown hair, wearing a dark grey business suit over a white collared shirt, stands in a field of white and orange flowers. She has a concerned expression and is running her hand through her hair. The background shows a line of trees under a blue sky with light clouds.

# 56%

of social marketers  
feel their boss doesn't  
understand what they do

Source: Hootsuite Career Report 23'



# *Metrics that matter to CEOs*

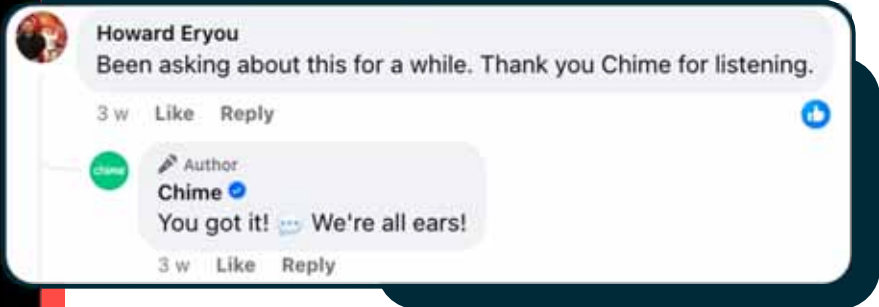
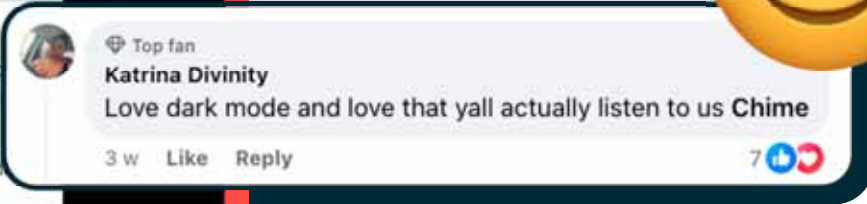
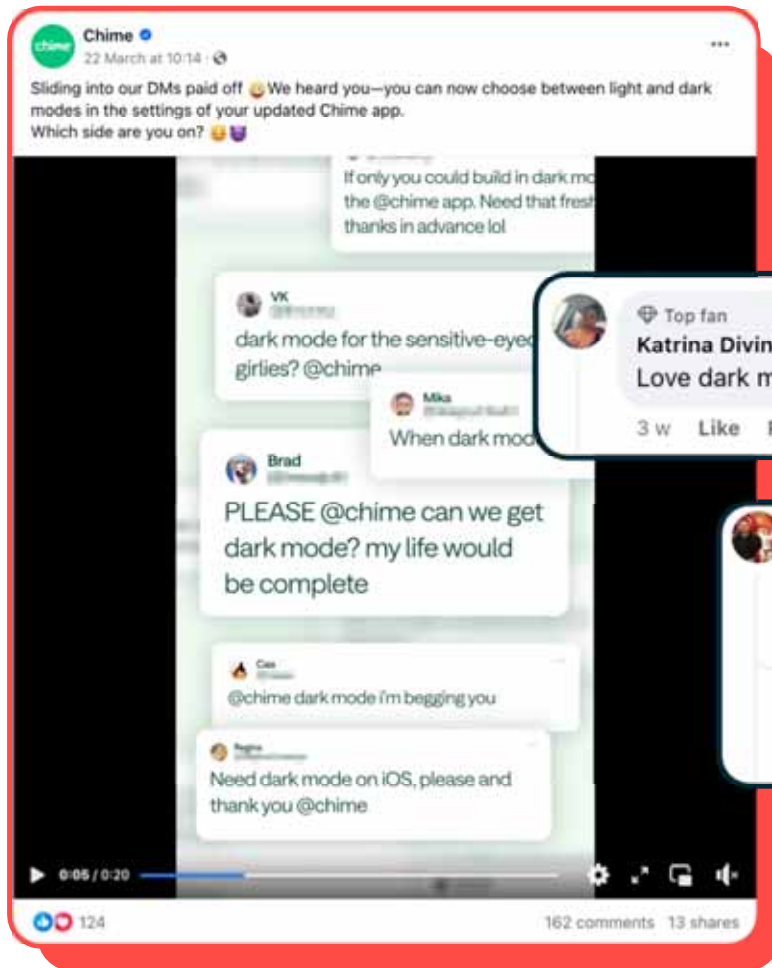
- 1 Acquisition
- 2 Expansion
- 2 Retention

Today's  
followers are  
tomorrow's  
buyers 🤖💰

**70%**  
of people who follow  
brands on social  
have **explicit plans**  
**to purchase** from them  
(soon or in the future)

Millennials are set to inherit as much as  
**\$90 trillion** in assets before 2044





# Get more \$\$\$ for social—your CEO cheat sheet

## Metrics that matter to CEOs

## Social actions that impact them

**Acquisition:** Are we getting new customers at a steady rate?

Use cultural moments to extend reach + grow customer count

Content balance: 80% should add value for your customer, 20% should unlock value from your customer

Develop a UTM strategy and connect social media to web analytics

**Expansion:** Are we getting existing customers to buy more?

Provide a regular report on conversation/sentiment surrounding your brand (lovers and haters)

Partner with product/research and development teams to understand customers likes/dislikes and anticipate future customer needs

**Retention:** Are we getting existing customers to stay with us for the long haul?

Develop a clear social media customer service strategy

Measure social sentiment and response times

Deliver S-CSAT (social customer satisfaction)

Snap  
a pic!



Q + A



Thank you