

From reach to revenue

UOB builds brand affinity as the groundwork for long-term success



UOB is a leading bank in Asia with a global network of around 500 offices in 19 countries and territories in Asia Pacific, Europe and North America. To support business expansion across Southeast Asia in 2022, UOB invested strongly in growing its follower community on LinkedIn and engaging with them always-on content designed to seed brand affinity.

Headquarters: Singapore | No. of Employees: 20,000+ | Industry: Banking

The Strategy

- To solidify its position in ASEAN as a top regional bank, UOB saw an opportunity to reach, engage, and influence C-Suite, VP and Director-level audiences on LinkedIn.
- Acquiring these high-value audience segments as followers would pave the way for the bank to create an active digital community through always-on engagement that positions UOB as the preferred bank in ASEAN.
- To achieve this, the UOB team developed an Acquire & Engage strategy where they leveraged paid targeting, organic content marketing, and compelling creative and content delivery to seed brand affinity among the audiences who matter most.

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UOB's brand promise to do right by our stakeholders, including customers, colleagues and communities, reflects our long-term commitment to ASEAN. Creating a vibrant LinkedIn community is an effective way of engaging our stakeholders and sharing our journey with them.

Jimmy Koh

Head of Group Strategic Communications and Brand
UOB

The Results

Between January and October 2022, UOB recorded significant uplifts in follower count and engagement rate:



Follower growth



Additional members reached for free via the 'network effect'



Engagement rate

How UOB did it



1

Acquire: Paid campaigns to reach and convert followers

- UOB ran always-on paid campaigns throughout 2022 to broadly target audiences in key markets across ASEAN with a mix of Dynamic Ads and Sponsored Content. This paid reach contributed to 49% of their follower growth between January and October.



2

Engage: Always-on content marketing

- To keep their growing follower base engaged, UOB has a content strategy to develop and curate content on LinkedIn. This is guided by the bank's strategic business direction to ensure consistency in its brand messaging and brought to life through compelling creative execution.
- UOB's LinkedIn Page is a fertile testing ground for the team to experiment with different content formats and creative expressions. Discovering that videos perform strongly on LinkedIn, for example, UOB introduced a #TechTalk series featuring their business leaders as a creative way to showcase thought leadership. The same format takes a different tone for the #CareAtUOB series, which is entered on emotive people stories.
- High-performing organic posts are then boosted to reach a wider audience. Doing so, UOB found that audiences who were exposed to both their paid and organic messages recorded a 5x higher engagement rate.

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Creativity is a key driver in the audience journey from brand awareness to brand affinity. In order to turn followers into fans, we need to make and sustain an emotional connection with them. LinkedIn offers an environment where we can test, learn and ultimately, succeed.

Gary Low
First Vice President, Social Media
UOB

