

THE POWER OF
PERSONAL BRANDING
ON **LinkedIn**

*For the
Financial
Sector.*



85% of Gen Zers say trusting a brand is critical in making buying decisions. Especially within financial institutions, trust is at the core of success – but many young people lack faith in financial institutions, and there’s a number of competitors trying to earn their trust.

So how do you build trust and create authenticity around your brand?

Employee Branding.

Trends indicate that personal branding has become a fundamental necessity in finding and nurturing customers, hiring top talent and increasing employee sentiment.

We know that maintaining an active, executive presence on social media directly impacts buyers with **56%** stating it positively influences their decision – and **66%** saying they would be more likely to apply to that company over another company without an authentic executive presence.

Investing in your employees’ personal brands will get your message farther, and grow your reach far wider than if you were to only focus on branding your business.

- Employees have **10x** the connections online than your company does.
- Brand posts shared by employees reach **561%** further than your company’s would.
- Branded messages are re-shared **24x** more often when an employee posts vs. a company.

>> SOURCE: MLSG <<

Why Employee Branding?

Not only is your reach ultimately higher when you leverage the authentic voices of your employees, but it also improves the brand recognition as a financial institution.

Here are 5 ways employee advocacy can impact your business.



Brand & Reputation

Reinforces your audiences affinity to your brand by fostering trust between you and your audience.



Market Consideration

Creates awareness, highlights the brand as a brand innovator in the space, and clarifies what your company mission is through an authentic, human connection.



Demand Generation

Opens conversation and pulls prospects down your sales funnel through value exchange and connection over paid ads.



Talent Attraction

You discover and attract the best talent by showing them your company culture, values, and how you support their professional futures.



Employee Engagement

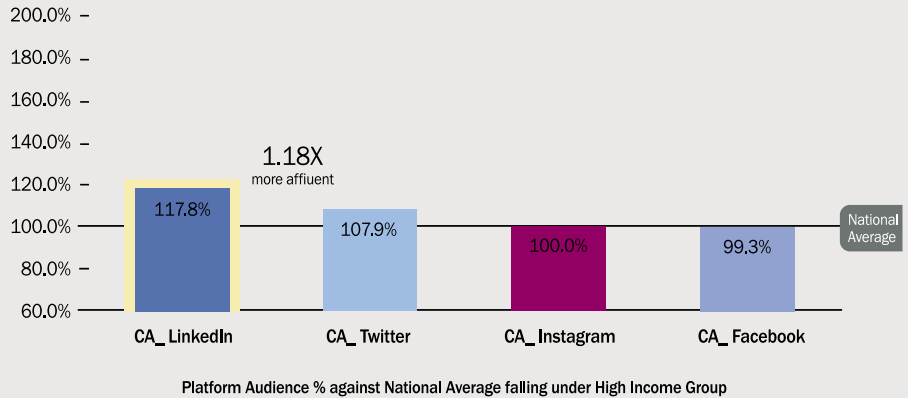
Helps employees stay up-to-date on the industry, remain in sync with the company mission, and build skills that can be reinvested into the business.

Why LinkedIn?



Your biggest market lies here.

LinkedIn has more affluent user base compared with other top social media apps, **and therefore, it engages customers that have a higher lifetime value.** LinkedIn hosts the #1 proportion of high-earners when compared to both the national average and top social media platforms. This means you'll engage higher lifetime value customers.



>> SOURCE: GLOBAL WEB INDEX LINKEDIN AUDIENCE IN CANADA <<



Thought leadership is best built on LinkedIn.

LinkedIn is where thought leadership thrives. In fact, 68% of people use LinkedIn when looking to ease their financial struggles.

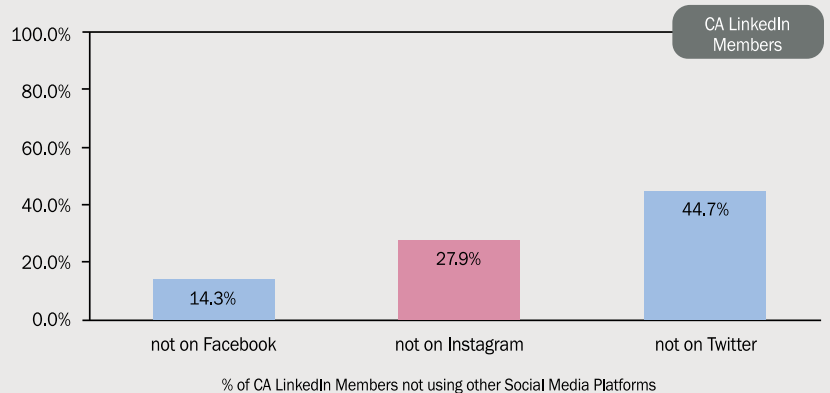
Members come to LinkedIn specifically for thought leadership **both from brands and executives.**

>> SOURCE: LINKEDIN MEET THE MEMBER RESEARCH STUDY JULY 2020; N+ 2011 US RESPONDENTS 18+ <<

The most attractive audiences for financial institutions are on this platform.

The most attractive audiences are present on this platform. Around **14%-15%** of LinkedIn members aren't available to target on the other three main social media platforms:

- 44.7% aren't on Twitter**
- 27.9% aren't on Instagram**
- 14.3% aren't on Facebook**



>> SOURCE: GLOBAL WEB INDEX LINKEDIN AUDIENCE IN CANADA <<

This is the future of lead generation.
Because People Trust People First.



About us.

Who We Are.

Will Be Live is a multimedia talent management company built to grow personal brands online for enterprise-level executives and creators on LinkedIn.

We are a global business made up of Content Creators, Social Data Scientists, Talent Managers, and Creative Experts. Together we create opportunities for individuals to elevate their voice online, and build greater business success.

Our Mission.

Our mission at Will Be Live is to empower enterprise-level brands and creators to grow revenues, increase employee sentiment and attract top talent through social media-based, human-centric marketing.

What We Do.



LinkedIn Workshops

Equip your Sales, Marketing and HR teams with the skills to attract talent and inspire employees on LinkedIn.



Social Content Development

Develop organic content in your voice & help you get the most engagement.



Video/Audio Events

Host live and pre-recorded discussions to grow trust and connection with your audience.



Ghostwriting

Personalized blogs, white papers and more.



Talent Management

Help family-friendly content creators increase their social presence and build new businesses.



Content therapy

We help you narrow down your ideas, develop your brand, and convey your story.

WILL BE LIVE