32 examples of surprisingly interesting finance copy and what you can learn from them



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Introduction

Financial copy is boring, isn't it?

It's fun writing copy if you're a Coca-Cola or a Red Bull. But what if you're a pension provider or an FX trader?

Not only do you need to make potentially dull products sound interesting, but you need to do it in a way that complies with a very strict set of rules and regulations. And that can be tough.

But that's precisely why writing financial copy can be so rewarding. At least, that's what we think here at Sticky Content.

Because as copywriters, it's when we're free to think laterally that we usually find the best ideas.

This book collects some of those copywriting ideas, along with a few of our favourite examples of interesting content from financial companies.

You'll find tips for writing engaging and helpful micro content, suggestions of fun content formats to help you explain complex ideas, and examples of classic copywriting tactics – guaranteed to excite your audience and inspire them to take action.

They've certainly excited and inspired us. I hope they have the same effect on you.

Dan Brotzel
@DanBrotzel
content director, Sticky Content



1 Investec: Trading on the story-telling qualities of comics

FX and treasury risk management can be tricky areas of finance to understand. How do you clearly demonstrate the strength of one currency against the other, for example?

Specialist banking and asset management group Investec's solution is to use colourful comic-book style illustrations.

In each comic strip, a cast of regular characters – each representing a key currency player – are pitted against each other in a range of sporting challenges to gauge their current performance.

Will the USA's Hank Dollar overpower the UK's Charles Sterling in the Currency Strength Test? Or will Jacques Euro be the first to sink his ball into the rate-hike hole in the golf-themed Interest Rate Challenge?

The competition motif is elastic enough to squeeze all sorts of monetary facts and factors into sporting metaphor, delivered with a fun and friendly tone.

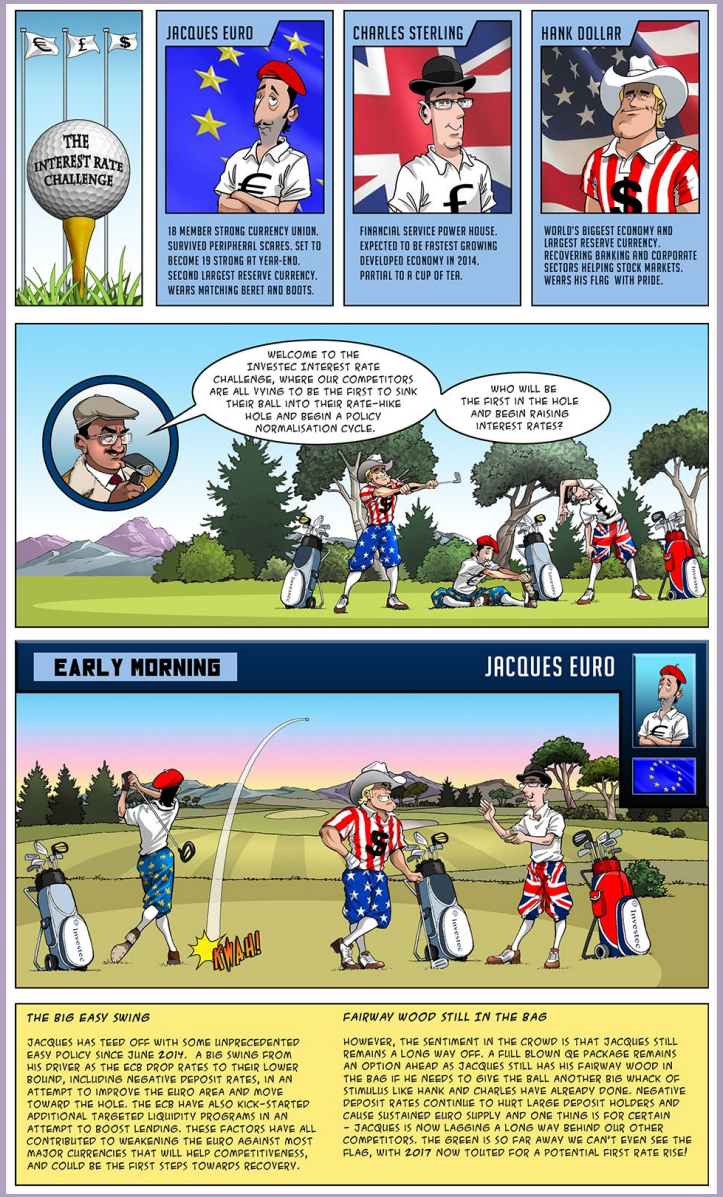
Key takeaway

Look at your content market: how are your competitors formatting and executing their ideas, and what can you do differently?

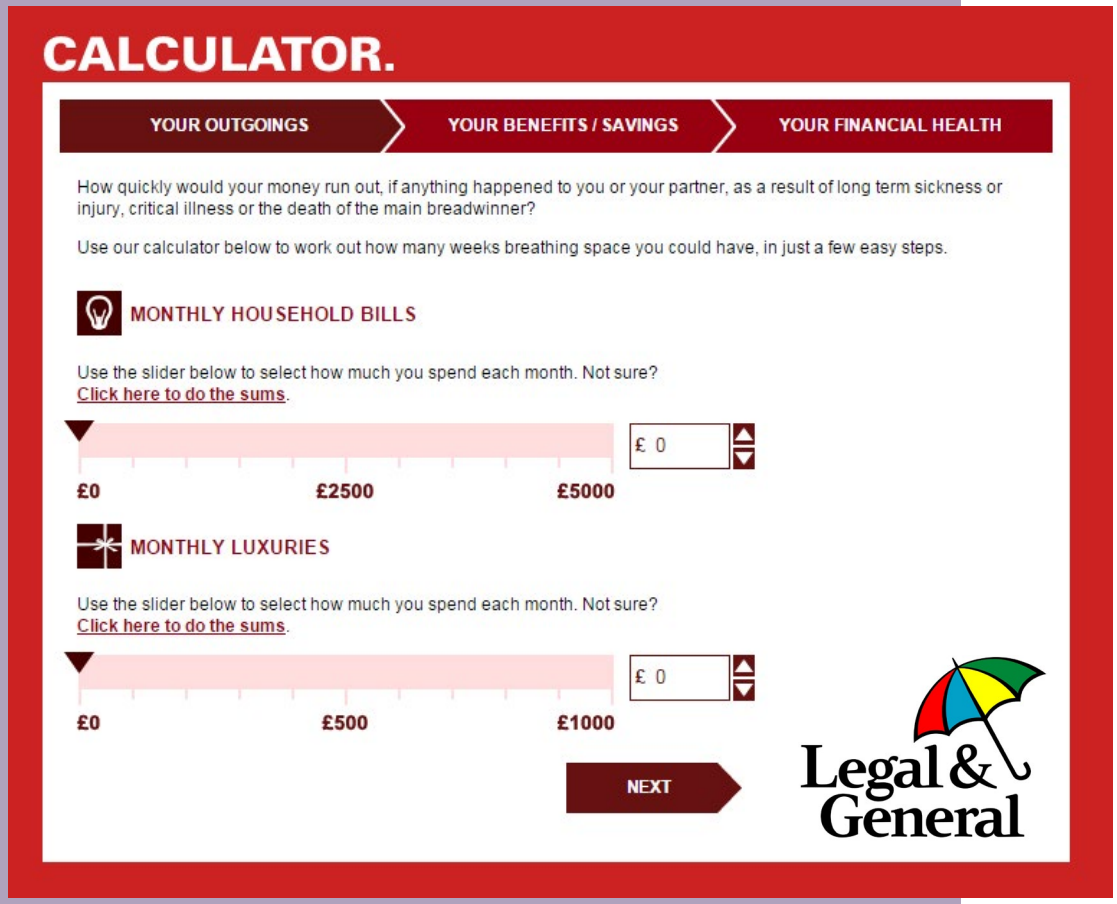
Using an unexpected genre to present your content is likely to grab the attention of investors weary of staring at whitepapers and text-heavy analyses.

A company that packages things in a fresh way promises fresh ideas and perspectives on the issues, too.

> "How are your competitors formatting and executing their ideas? Can you do it differently?"



Investec



2 Legal & General: Sliding past difficult subjects

Financial services company Legal & General has raised an issue that a lot of people would prefer not to think about, in a very clever way: how long would your money last if something unexpected happened to either you or your partner?

It does this by tackling the subject head-on, using a simple slider format. This focuses on the technical and financial aspects of the topic, removing a lot of the negative connotations around it, while conveying enough warmth and humanity to keep the content accessible.

Key takeaway

Are there alternative ways to present content that could otherwise be off-putting to the customer? Even the most disconcerting of topics can be made palatable by presenting the more complex side of things in a simple, accessible and easily understandable way.

3 unbiased.co.uk: Checking the mortgage needs of first-time buyers

unbiased.co.uk defines itself as a one-stop source of experienced, regulated and independent financial advisers and mortgage brokers. To support these advisers, it created a downloadable checklist aimed at first-time buyers who are unsure of what they need to do to get the mortgage they want.

The ultimate aim is to steer young people towards seeking financial or mortgage advice by highlighting the questions they may not realise they need to ask - and then giving them a simple solution: ask your adviser.

When faced with applying for a mortgage, many people feel they need direction, but don't know where to turn. This checklist empowers them, providing the questions they need to ask in an accessible way.

Key takeaway

Make life as easy as possible for your potential consumers – don't give them any excuses to put off making an appointment. Doing the hard work for them means they don't have to do a lot of research themselves to get started. They can simply make an appointment and take along the checklist.

> "Do the hard work for your potential consumers – so they don't have to do the research for themselves."



unbiased.co.uk

Your mortgage survival kit

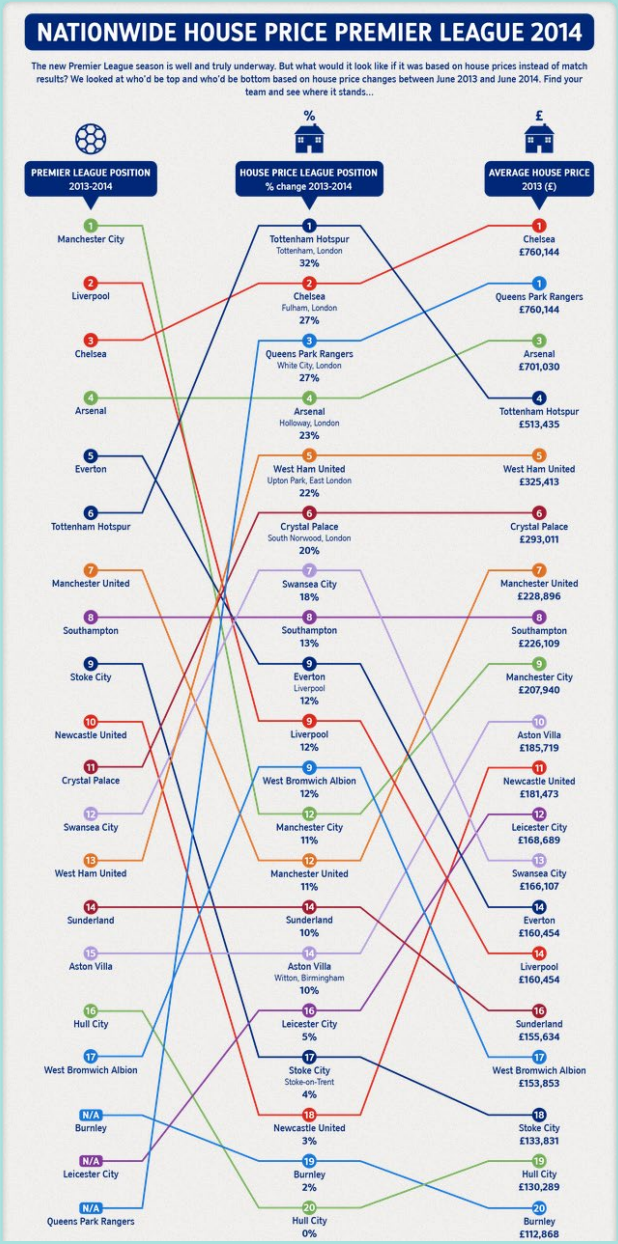
If you're about to set off in search of the best mortgage deal, this survival kit is great to have with you. You can check off the key steps as you go, and also use it as a reference when meeting your independent mortgage adviser.

Preparing for your mortgage application

Lenders will ask you searching questions about your job, income, expenditure and other financial commitments, so be prepared.

Tick ***Yes*** or ***No*** as you go along, or tick ***Ask*** to remind yourself to raise that point with your adviser.

	Yes	No	Ask
• Do you have three recent payslips and/or bank statements ready to show?	○	○	○
• Have you reduced or eliminated other liabilities (e.g. debts, non-essential outgoings)?	○	○	○
• Have you looked at your spending patterns to see if anything might cause lenders concern (e.g. gambling, expensive holidays, luxury items) and reduced these if possible?	○	○	○
• Is your deposit as large as you can make it? With a larger deposit you can get a lower interest rate and a smaller mortgage, and so pay less overall.	○	○	○
• Have you calculated your total regular monthly expenditure to see how much you can afford in additional payments?	○	○	○
• Have you taken steps to improve your credit rating? E.g.			
◦ Are you on the electoral roll at your current address?	○	○	○
◦ Do your bills come direct to you at this address too?	○	○	○
◦ Do you have a history of borrowing and repaying money on time? (If you don't use a credit card, start doing so and repay the balance in full to create a solid credit history.)	○	○	○
◦ Have you closed any unused credit card or store card accounts?	○	○	○
◦ Have you broken any unwanted financial ties (e.g. joint bank accounts) with anyone who might have a poor credit rating?	○	○	○



4 Nationwide: Kicking off conversations on house prices

It can be hard keeping track of house prices, and even harder knowing if you're getting good value in your area. To help UK consumers keep abreast of the latest changes, Nationwide used football as a visual metaphor in a House Price League infographic.

Exploring the dry topic of house prices in the form of an infographic immediately brings the topic to life, and taps into the sense of drama and suspense that makes football so exciting.

It's also effective due to its unusual quality. It's initially mysterious ('Football house price league? How on earth does that work?') but once you open the infographic, the concept is easy to understand thanks to its clear layout and smart information design.

There's also a bit of an ego nudge going on here to generate self-interest and prompt social shares and online discussion. Is your team (or local area) top of the league? Where are your rivals?

Key takeaway

Can you use lateral thinking to link your subject area to something topically unrelated, but with a similar process, structure or form? What kinds of visual analogy would fit your data or your work? Choose something widely known, but different enough from your own zone of expertise to create surprise or humour.

Need help designing your data?
Call us on +44 (0)20 7963 7070 or email us.

5 Experian: Making security details simpler with straight-forward forms

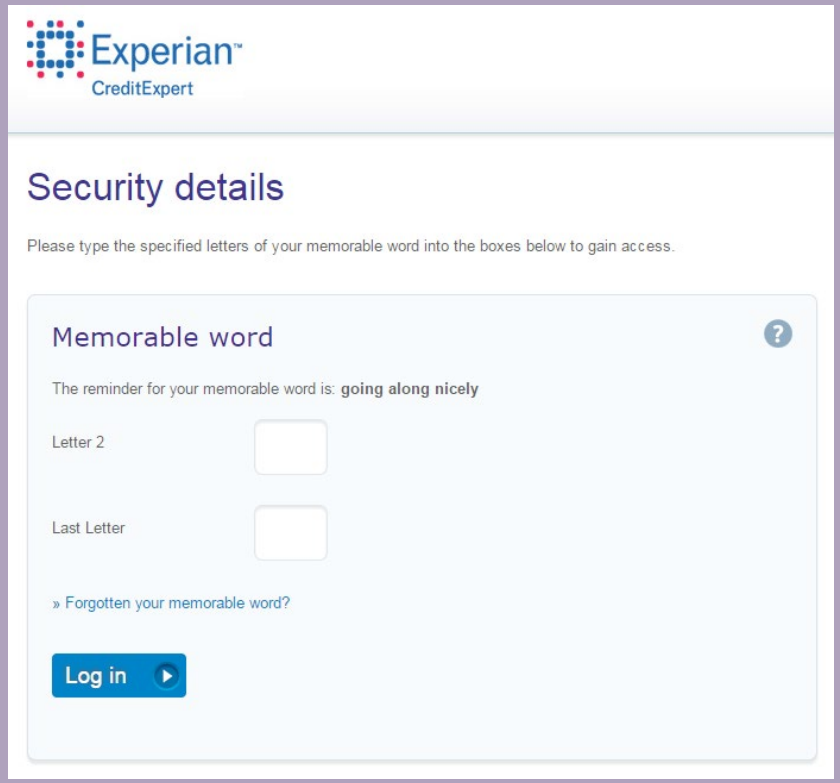
Selecting the right letters from the answer to your security question or memorable word can be a laborious process. However, global information services company Experian employs a novel approach. When asking for the last letter in your password, that's exactly what it says – the 'last letter' – which is much simpler than asking for letter 10 in a 10-letter word, for example.

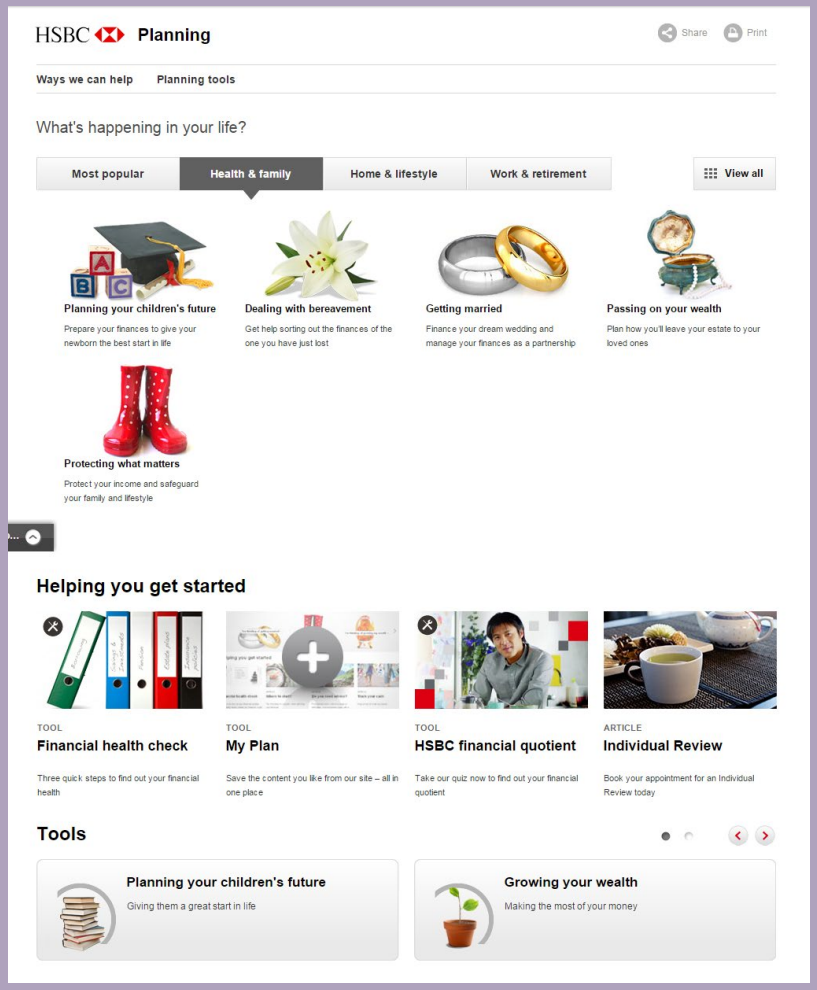
Key takeaway

Finance companies often have to ask a lot of questions. So, wherever possible, make it easier for your customers to enter their personal information. Experian has only saved the user 1 or 2 seconds here, but every little counts in a lengthy and time-consuming form.

It takes a bit of technical trickery, as the copy will be dynamically generated depending on the length of the user's memorable word. But if you can do it, it's a good piece of micro-content to make your own.

> "Make sure your user's journey is as easy as possible – from finding the right content on your site, to entering personal information."





6 HSBC: Targeting consumers with content they'll care about

Big banks normally structure their content marketing around the benefits of their products, or towards particular target audiences. But HSBC is different. It groups content around major events in a person's life instead. So, you'll find no 'This year's best ISAs' articles here, but you will find pieces like 'Saving for a car?' or 'Saving for a wedding?' – which give all the information you need to choose the right HSBC product for you.

By packaging its content like this, HSBC can side-step tricky issues like which audience group is most appropriate, or which products the guides should be connected to. For example, why should articles about having a baby be pitched at young couples? And if you are planning to get married, would you immediately associate that with a loan or a savings account?

Key takeaway

There are many ways of grouping financial advice content, and it depends on what you're producing. But grouping articles by experience rather than user is a handy way of avoiding tricky segmentation issues while still delivering relevant, focused content.

And if someone is approaching a big moment in their life, they're far more likely to be searching for 'saving for a wedding' rather than 'savings account'; or 'having a baby' rather than 'financial content for young couples'.

> Think about how you might group your content differently. What do you know about your users and their interests?

7 Nutmeg: Straight-talking, shareable headlines

Nutmeg is an online straight-talking investment management company that prides itself on being completely transparent. Its content reflects that same value.

Its articles have clickable and shareable headlines that use handy formats eg the listicle: '8 ways to…', or the Q&A: 'ISA guide: All you need to know'. The headlines really catch your attention: 'The shocking truth about…' or 'Amazing places to…'

Finally, the fun, bright imagery and colour-coded topic icons further guide your eye to the topic you're interested in.

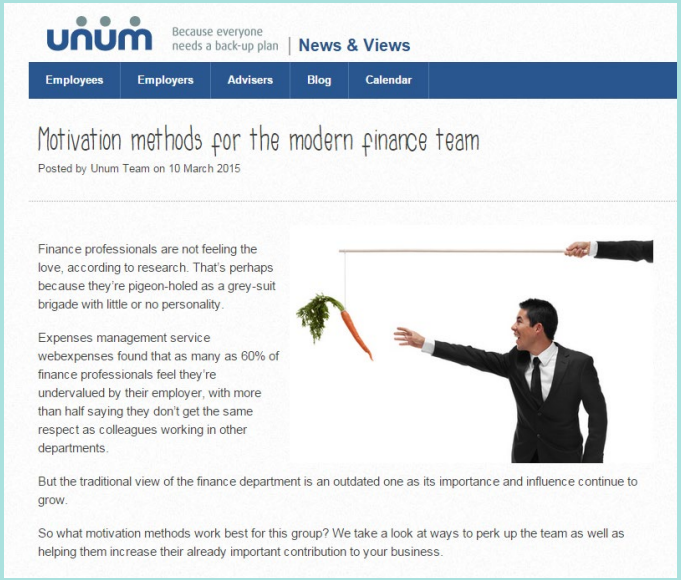
Key takeaway

Believe what you're writing is interesting by giving it the impact it deserves; whether that's through a bold/clickable headline, an engaging picture, or making it as easy as possible for your readers to travel around the page with colour-coded site furniture. If you give your articles boring headlines without images, don't be surprised when no-one clicks through to your content.

> Try colour-coded site furniture to make it easy for your readers to travel around the page.







8 Unum: Addressing small business issues with a big blog

Unum's strength lies in being open about the fact that its main product – income protection insurance – can be a bit dull. It focuses on offering useful and entertaining articles around small business and financial issues which affect its core customer base.

Headlines are often tongue in cheek and the content is gently humorous, illustrated with cartoons or offbeat images. It all comes together to create a light-hearted, easy-going blog. The content isn't fluff though – it's packed with real-life examples from other businesses, useful ideas and informative research.

Key takeaway

Content doesn't have to be a hard sell that's purely focused on your core products. Think about complementary areas that your target audience will be interested in. The first step is to get them to engage with your brand.

Need help filling your editorial calendar? Have a chat with one of our content strategists and never miss another blog post. Call us on +44 (0)20 7963 7070 or email us.

9 Deloitte: Starting the debate on controversial finance issues

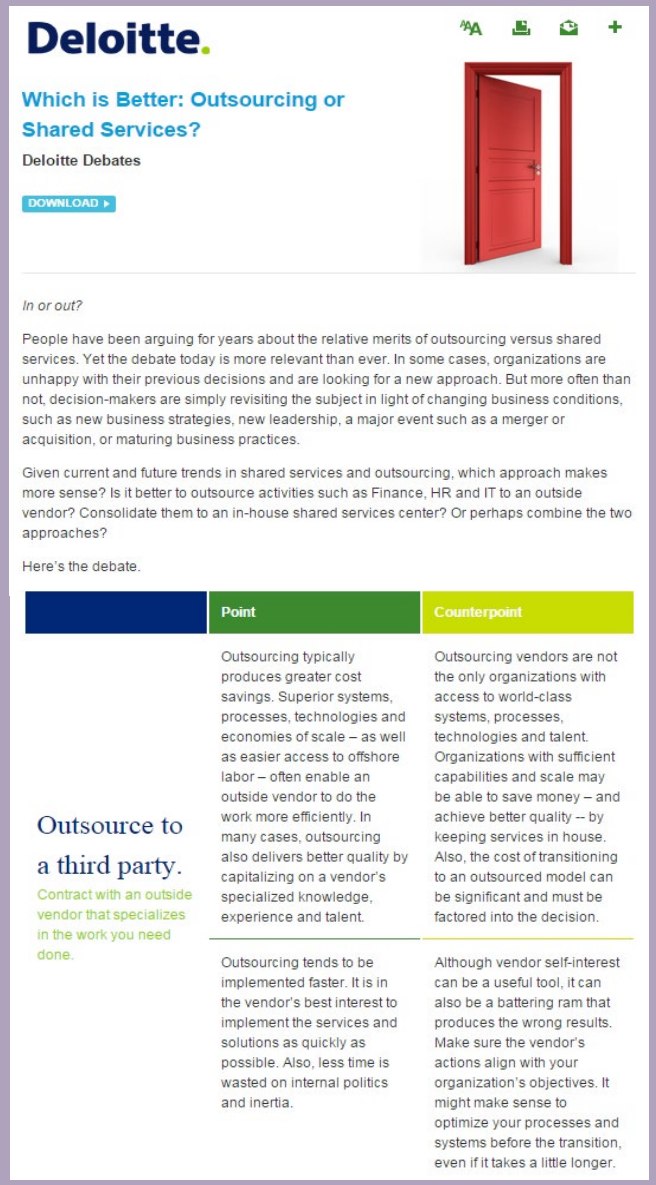
How do you write about complex and often controversial finance issues while remaining neutral and presenting all the facts?

Deloitte tackled these questions by launching a Debate blog, which takes complicated topics and presents both sides of the argument in a clear table format. It also threw in some opinions from Deloitte's in-house experts and a section where readers could ask questions or leave comments.

Key takeaway

Don't shy away from tackling tough topics. Think carefully about the format you present the information in and make sure it's accessible and easy to digest. No one wants to read through pages and pages of dense copy online.

> "...a Debate blog, which takes complicated topics and presents both sides of the argument."



Deloitte.

Which is Better: Outsourcing or Shared Services?

Deloitte Debates

DOWNLOAD

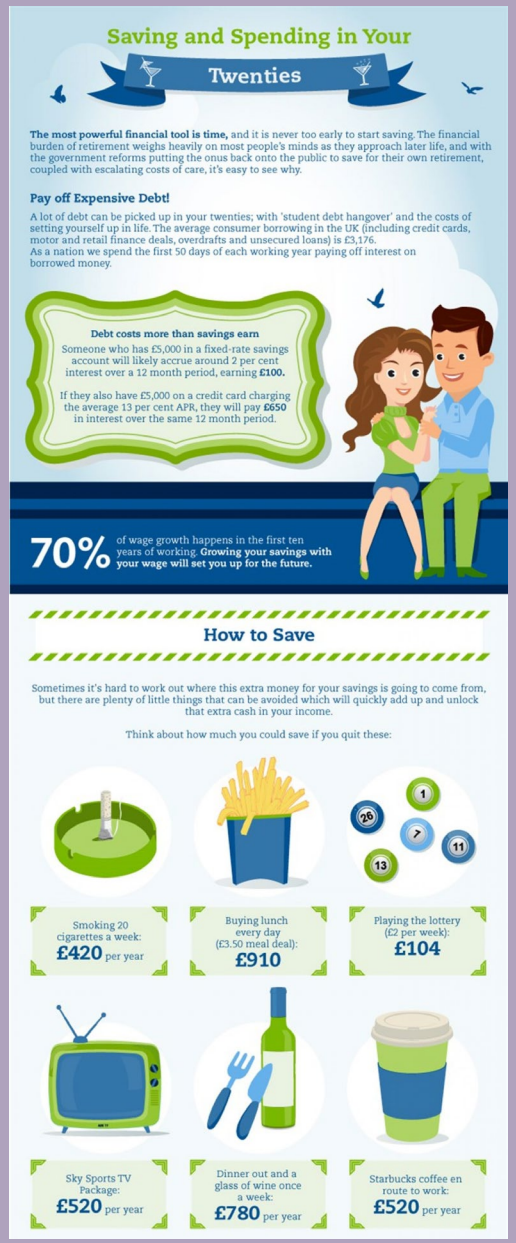
In or out?

People have been arguing for years about the relative merits of outsourcing versus shared services. Yet the debate today is more relevant than ever. In some cases, organizations are unhappy with their previous decisions and are looking for a new approach. But more often than not, decision-makers are simply revisiting the subject in light of changing business conditions, such as new business strategies, new leadership, a major event such as a merger or acquisition, or maturing business practices.

Given current and future trends in shared services and outsourcing, which approach makes more sense? Is it better to outsource activities such as Finance, HR and IT to an outside vendor? Consolidate them to an in-house shared services center? Or perhaps combine the two approaches?

Here's the debate.

	Point	Counterpoint
Outsource to a third party. Contract with an outside vendor that specializes in the work you need done.	Outsourcing typically produces greater cost savings. Superior systems, processes, technologies and economies of scale – as well as easier access to offshore labor – often enable an outside vendor to do the work more efficiently. In many cases, outsourcing also delivers better quality by capitalizing on a vendor's specialized knowledge, experience and talent.	Outsourcing vendors are not the only organizations with access to world-class systems, processes, technologies and talent. Organizations with sufficient capabilities and scale may be able to save money – and achieve better quality -- by keeping services in house. Also, the cost of transitioning to an outsourced model can be significant and must be factored into the decision.
	Outsourcing tends to be implemented faster. It is in the vendor's best interest to implement the services and solutions as quickly as possible. Also, less time is wasted on internal politics and inertia.	Although vendor self-interest can be a useful tool, it can also be a battering ram that produces the wrong results. Make sure the vendor's actions align with your organization's objectives. It might make sense to optimize your processes and systems before the transition, even if it takes a little longer.



aldermore

10 Aldermore: Investing in images to tell the facts

Retail bank Aldermore often applies an old-school journalism approach to its copy, using lots of hard facts and stats to make an argument. That's great, but sometimes you need to think visually to bring those facts to life. In this example – all about saving money – points are visualised in the shape of an infographic – a design tool that users are very familiar with. The copy also draws comparisons using everyday things to give the argument meaning and relevance.

Key takeaway

Take a step back from what you're doing – in this case selling savings products – and give some factual advice about the subject instead.

With facts at their fingertips, an audience can work out for themselves the arguments you're trying to make. You don't need to do all the selling. And presenting it in the clear, accessible form of an infographic just makes things even easier.

Write better content for your business. Learn how to think like a journalist. Call us +44 (0)20 7963 7070 or email us.

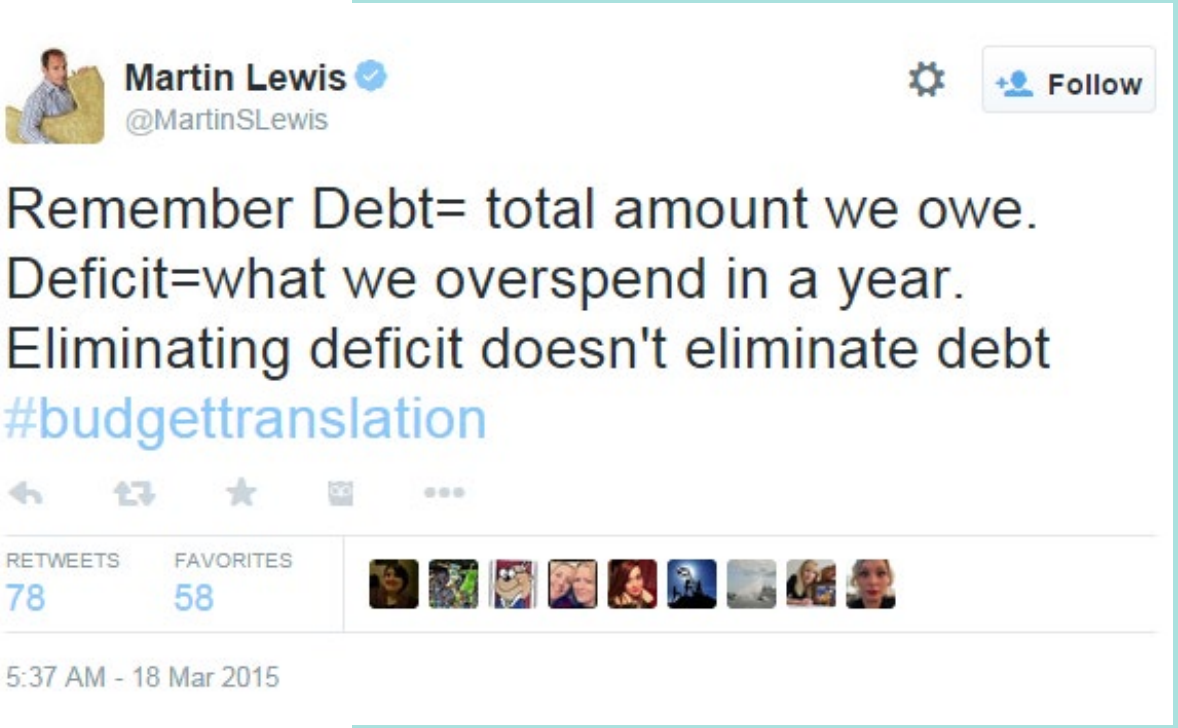
11 MoneySavingExpert.com: Sharing bite-sized tips on social media

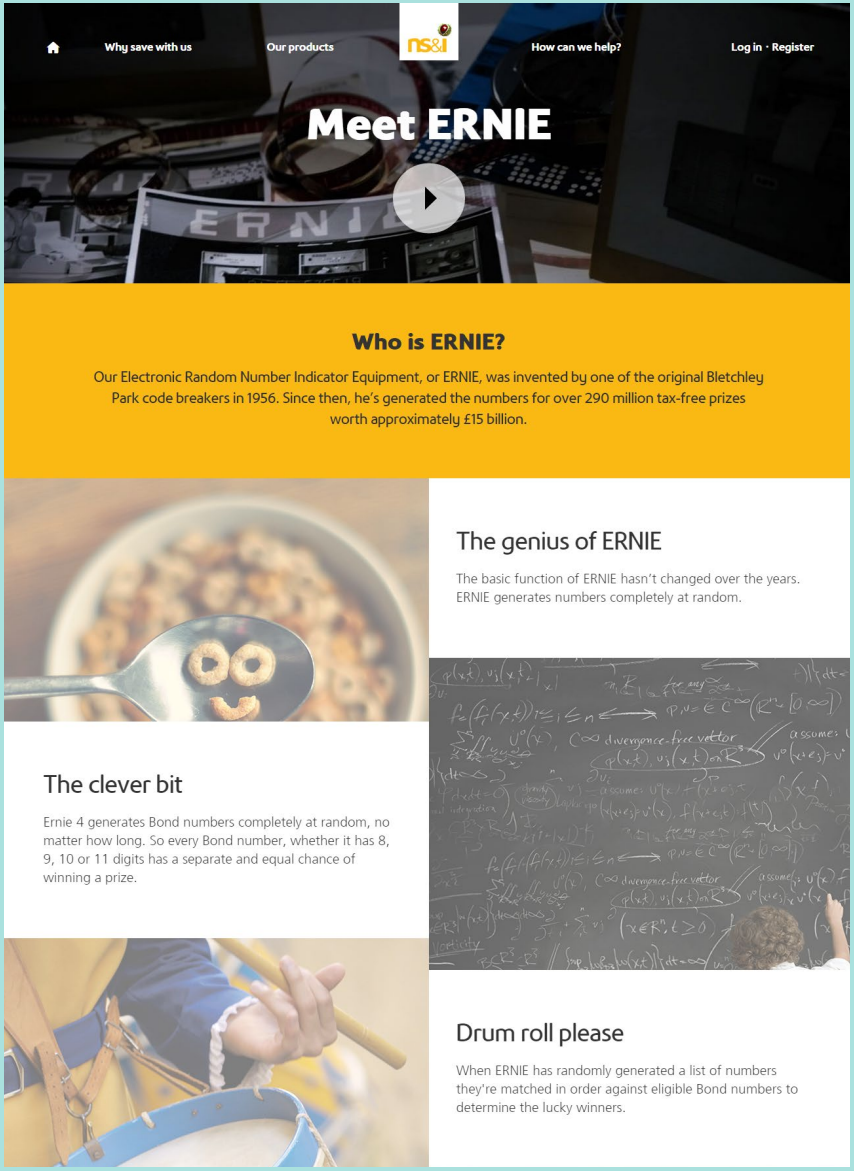
According to social media analytics company PeerIndex, Martin Lewis of MoneySaving Expert.com is the UK's most influential person writing about money, personal finance and banking. This is an enviable position that many finance brands would love to be in.

During the 2015 UK Budget announcement he leveraged his popularity on Twitter to share his thoughts about the new financial measures. But rather than just offering commentary, he used his simple straight-talking style to spell out exactly what these new measures would mean to his legions of loyal supporters – real consumers like you and me.

Key takeaway

Can you explain things to your customers? Can you cut through the noise with clarity, instead of adding to the complexity? This approach comes in especially handy when there's a big event everyone is talking about, typically via Twitter. Give helpful and actionable information on the topic and you can become trusted, followed and shared.





12 Premium Bonds: Cranking up the storytelling machine

When National Savings and Investments (NS&I) relaunched its site to generate more interest in Premium Bonds, it wanted to prove to users that it was fair. But, instead of giving all sorts of boring assurances and pledges it told a story – about ERNIE, the machine that generates the winning premium numbers.

ERNIE, or the Electronic Random Number Indicator Equipment, if you prefer, was bestowed with fond, national-treasure status. Customers learned he was invented by one of the original Bletchley Park codebreakers in 1956, and that there have been 4 generations of ERNIEs since.

Key takeaway

Amid all the information about what you do or sell, is there a genuine story or backstory that would extoll your brand values, or explain what you do in a clear, engaging way?

If so, tell it. People will remember you. And like any good story, it will be retold.

Learn how to tell better stories.
Have a chat with one of our copywriters. Call us +44 (0)20 7963 7070 or email us.

13 TSB: Making it easy to get in touch

Why are phone menu systems so slow? No one wants to push 32 buttons and wait for 30 minutes before speaking to a customer service person.

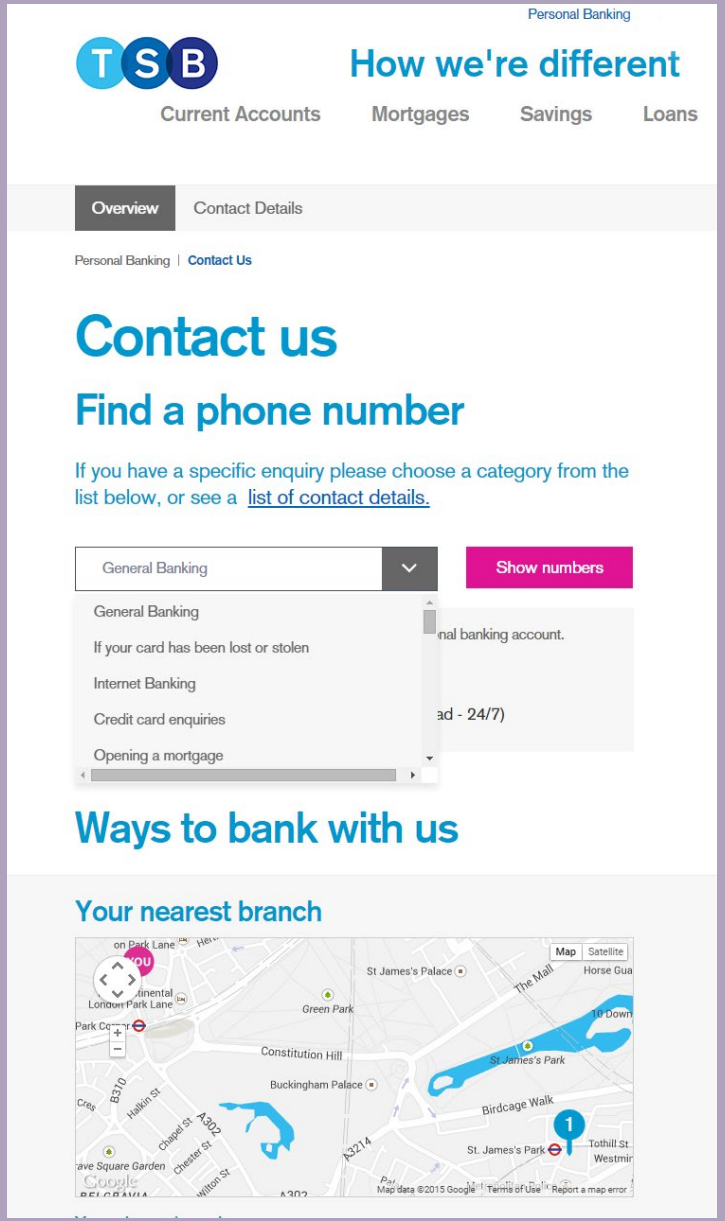
TSB makes the whole thing easier by providing several numbers on its website – each set up to deal with a specific type of query. All you have to do is click to select the nature of your query – Opening a mortgage? Credit card enquiries? – and the correct number will pop up. Hurrah, no more hitting '0' to repeat the list of options.

This simple content tweak should lead to shorter call times as customers can now get through to the right person on their first attempt. This will boost customer satisfaction for TSB and probably cut down on the cost per call as well.

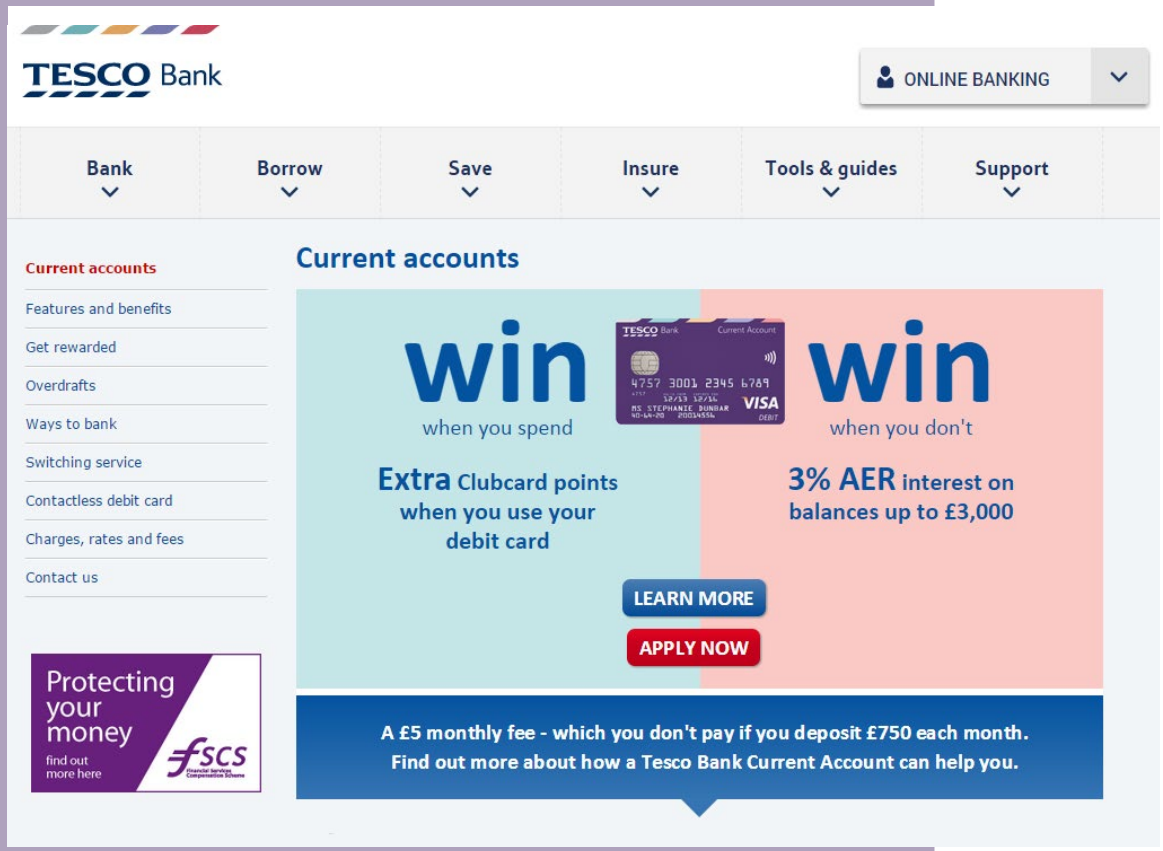
Key takeaway

A bank's contact page can quickly go awry, with huge scrolling pages featuring dozens of different numbers – or worse, a 1-size-doesn't-fit-all single number. This solution makes the whole process much simpler, as only 1 number is presented to the customer when they make their choice from the drop-down list. Are there any simple methods you could use to reduce effort for your customers? Micro-content fixes like this can pay dividends.

> "Simple content tweaks can reduce the effort for your customers and lead to shorter call times."



14 Tesco Bank: Navigating away from standard labelling



Banks most commonly arrange their websites by product: cards, insurance and savings, for example. Tesco takes a different approach and uses verbs as its labels, effectively asking the user what it is they want to do, rather than what they want to get at the end of it.

Save, borrow, bank and insure are certainly more intuitive terms than their associated products.

Key takeaway

Navigation bars are not set in stone, and just because everyone else does it a certain way, it doesn't mean you have to as well. Think about rewording labels to best describe all the constituent parts of the section they link to, using terms that are the most likely to resonate with your customers.

Learn how small copy fixes can drive engagement on your site. Speak to one of our copywriters now on +44 (0)20 7963 7070 or email us.

15 Halifax: Managing expectations around switching banks

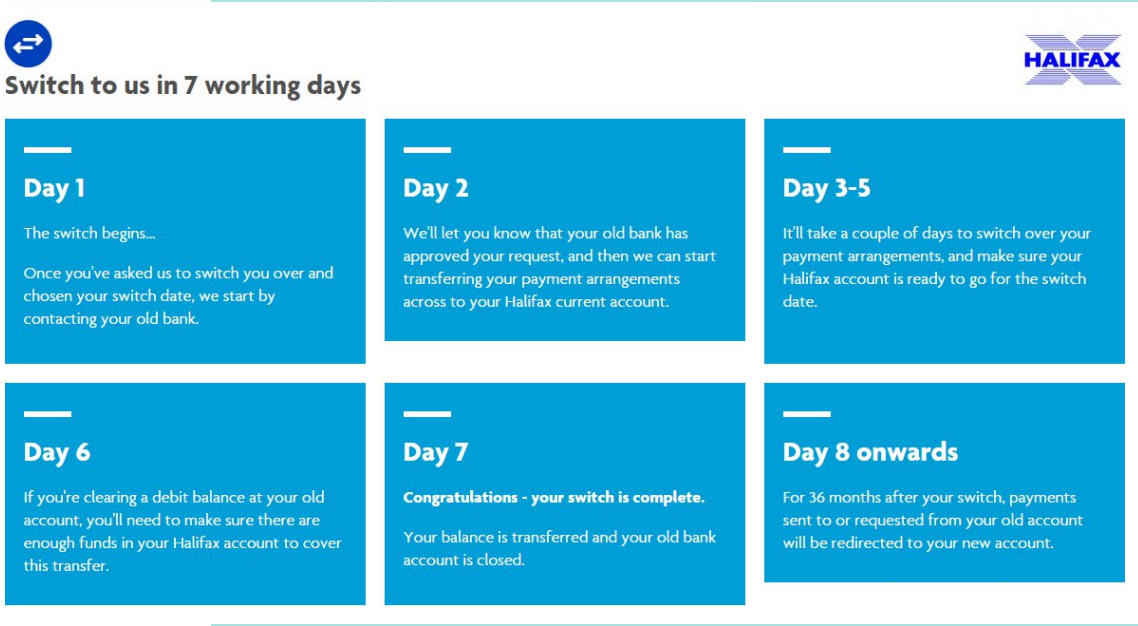
Halifax knows that one of its biggest audiences is people who are dissatisfied with their current bank and are looking to switch. To reach this audience, it's created content to make the changeover process seem as simple as possible.

Halifax has effectively demystified switching accounts by laying out the steps day-by-day, and also committing to a firm timescale.

Key takeaway

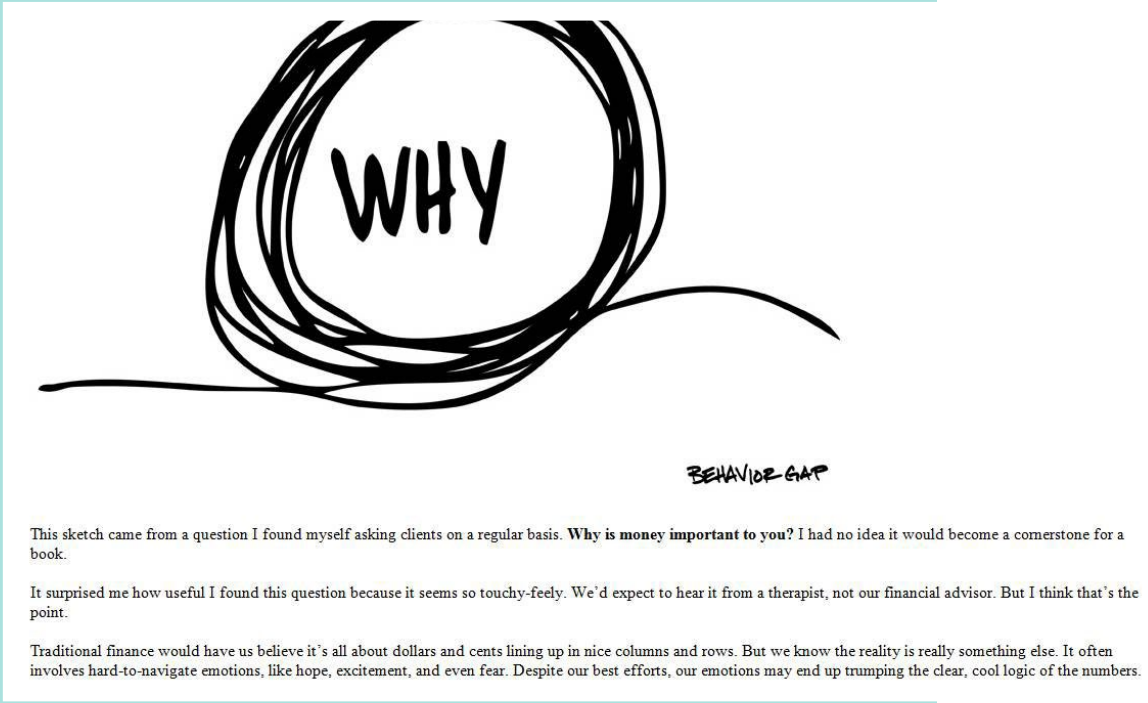
Managing someone's expectations is good practice in digital content – whether it's telling a user it'll take 5 minutes to fill out a form or 7 days to switch bank accounts, as Halifax has done here.

Wherever you can, let the user know what's in store and prepare them for how long every process or booking journey will take. Never give the impression they've reached the end of a journey when they haven't – for example, by using calls to action like 'Complete' or 'Done' that appear to end the process, but actually lead to the next stage.



Make your customers happy.
Improve the user experience on your site. Call us for advice on +44 (0)20 7963 7070 or email us.

16 Carl Richards: Establishing an emotional connection on email



This sketch came from a question I found myself asking clients on a regular basis. **Why is money important to you?** I had no idea it would become a cornerstone for a book.

It surprised me how useful I found this question because it seems so touchy-feely. We'd expect to hear it from a therapist, not our financial advisor. But I think that's the point.

Traditional finance would have us believe it's all about dollars and cents lining up in nice columns and rows. But we know the reality is really something else. It often involves hard-to-navigate emotions, like hope, excitement, and even fear. Despite our best efforts, our emotions may end up trumping the clear, cool logic of the numbers.

Financial emails often focus on product promos or giveaways. But this email newsletter from US financial adviser Carl Richards has a single central theme – people's emotional attitudes to money and how these can confound logical behaviour.

Each newsletter is usually illustrated with a simple sketch, and this simplicity is reflected in the language. Richards never, ever uses jargon.

Key takeaway

Think about subject lines. These emails always command your attention with subject lines like: 'Doing nothing isn't a financial plan', 'Focus on what you can control' and 'Why is money important to you?' Don't be afraid to talk about emotion, but be like Richards – avoid the clichés.

Not sure how to inject emotion into your finance copy? Speak to our copywriters for help. Call us on +44 (0)20 7963 7070 or email us.

17 M&G Investments: Bringing a personal touch to blogging

It's the quality of writing that makes this blog by fund managers from M&G Investments really stand out. Aimed at investment professionals, the content is thoughtful and informed, using thought-leadership to stimulate discussion.

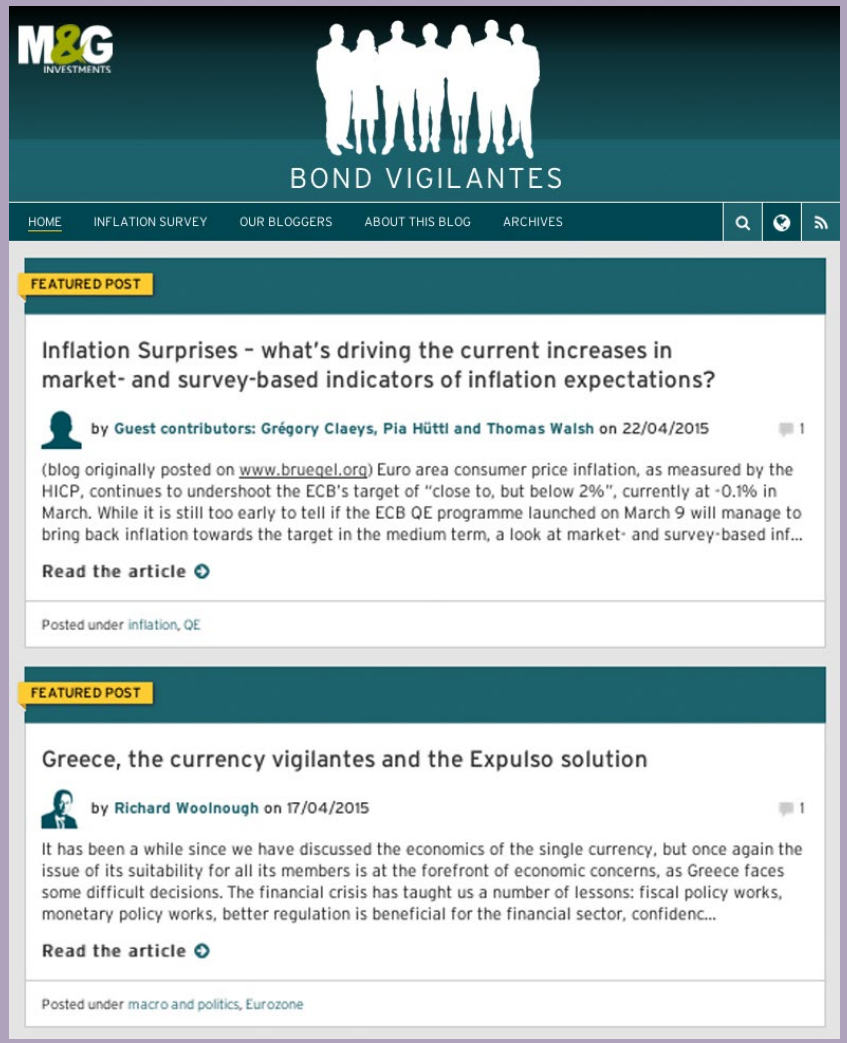
There's also a touch of humour, though – a rarity in this area. 'It's been great to hear the views of our readers,' writes blog founder Jim Leaviss. 'In one week alone I was accused of both being an apologist for the US Tea Party and a member of a Marxist sleeper cell'.

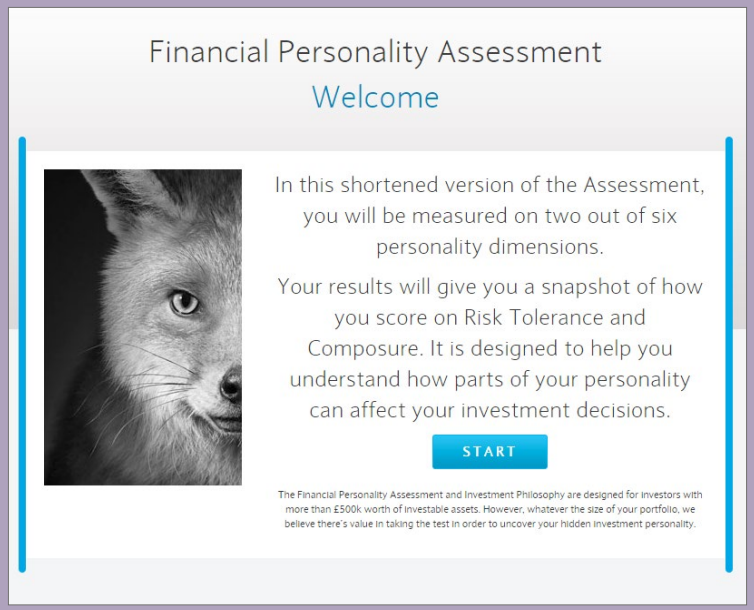
Key takeaway

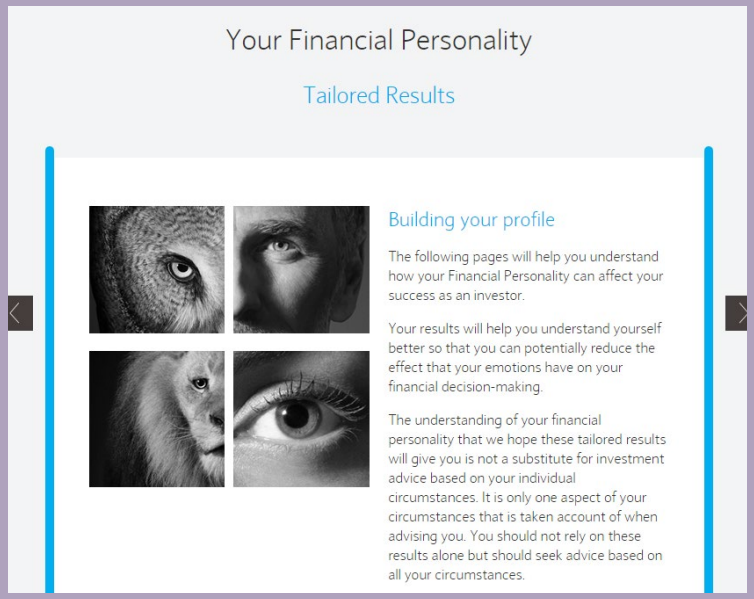
Bond Vigilantes is surprisingly easy to read, proving that you don't have to hide behind jargon, even when talking to professionals. It also shows the value of expert content – provided the experts have something to say.

However, as this blog also demonstrates, knowledge alone isn't enough to engage: you also need a human touch.

Learn how to inject personality into your tone of voice. Speak to one of our content strategists now on +44 (0)20 7963 7070 or email us.







BARCLAYS

18 Barclays: Introducing serious interactivity to personal finance

Barclay's Financial Personality Assessment tool – which is essentially a quiz to determine your attitudes towards saving – is a clever way of adding interactivity without compromising the site's tonal gravitas.

Tapping into personal motivations engages the user on a deeper level. The data capture form is subtly placed at the end of the process.

Key takeaway

Content like this needs to deliver, which it does: there are several screens of financial personality profiling at the results stage, enough to make the user feel their time investment has paid off.

The focus on the individual helps personalise what can be a dry topic – and this is something that can be emulated in copy, even without a sophisticated tool.

Need help producing unusual content formats? Speak to one of our content strategists on +44 (0)20 7963 7070 or email us.

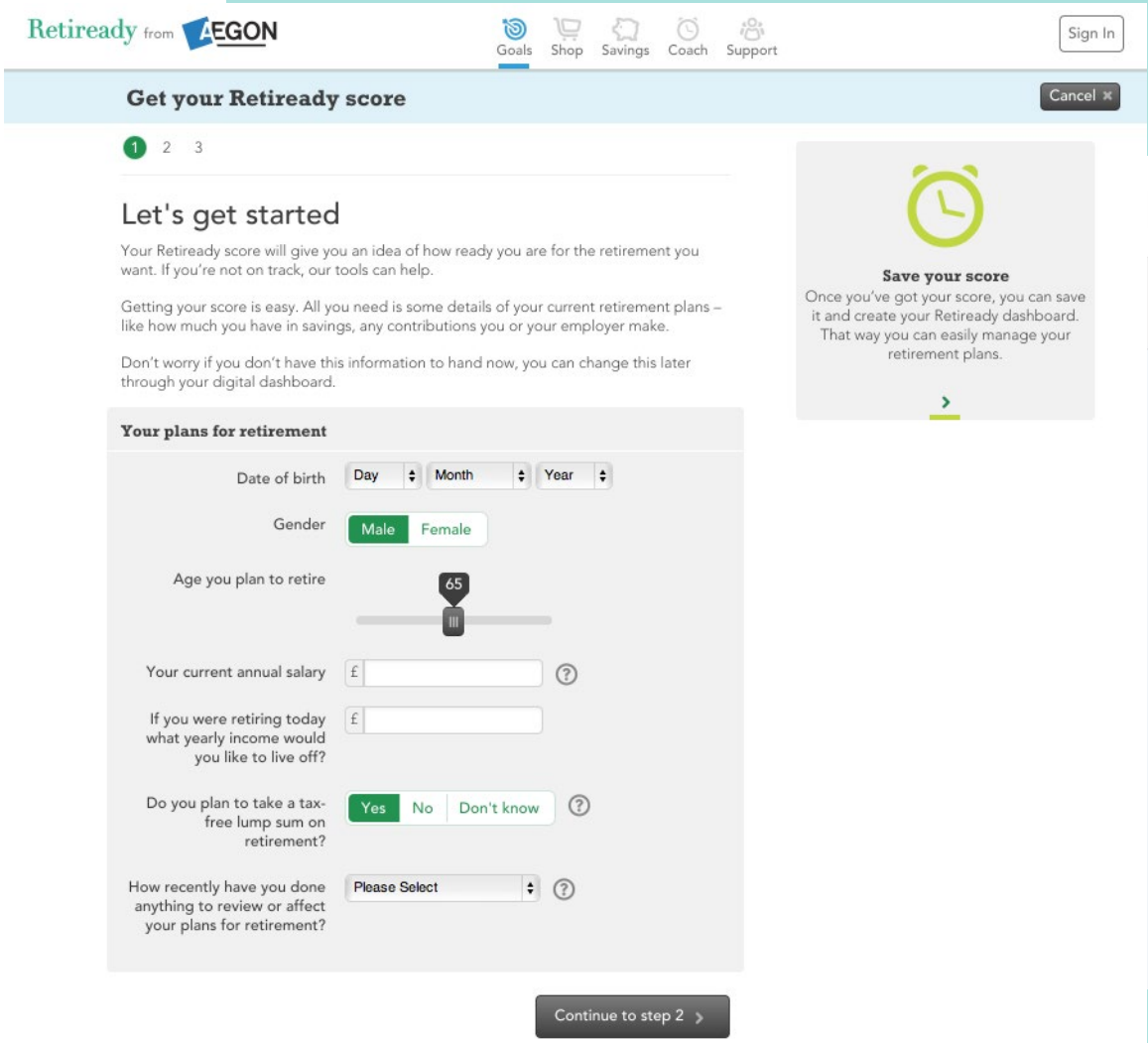
19 Retiready: Gamifying an online form

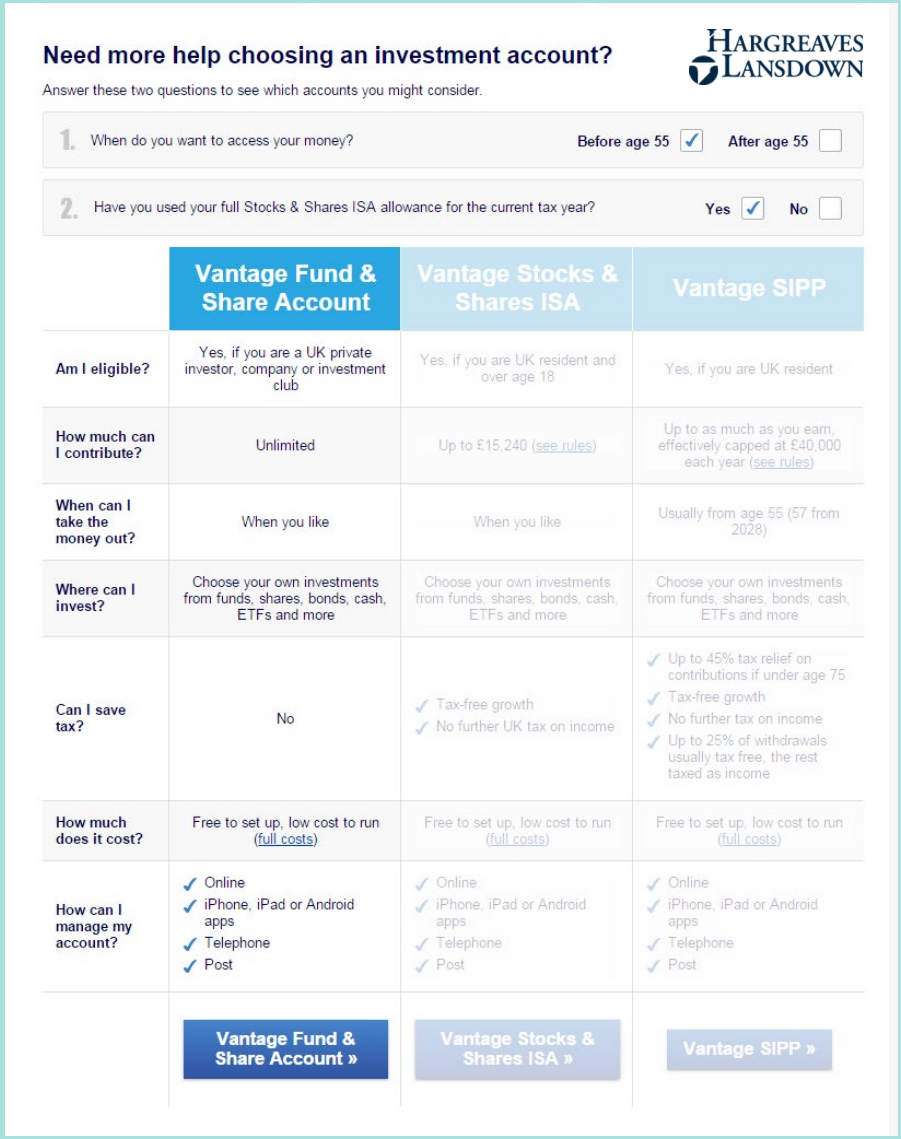
You've got some pension plans to sell, you've got some retirement advice to give – how can you tailor what you offer to the individual requirements of a potential customer? Just ask them to fill in another boring form?

Pension and ISA provider, Retiready from Ageon, turned its customer profiling form into a game with the Retiready planning tool. It invites users to find out their score then nudges them towards a dashboard as a reward. It even asks a few fun questions along the way.

Key takeaway

Don't stress out over the fact that the data you need from users is often the data they don't want to give. Gamify your profiling forms and data capture tools. Throw in a few small jokes. Make it fun.





Need more help choosing an investment account?

HARGREAVES LANSDOWN

Answer these two questions to see which accounts you might consider.

1. When do you want to access your money? Before age 55 ☑ After age 55 ☐

2. Have you used your full Stocks & Shares ISA allowance for the current tax year? Yes ☑ No ☐

	Vantage Fund & Share Account	Vantage Stocks & Shares ISA	Vantage SIPP
Am I eligible?	Yes, if you are a UK private investor, company or investment club	Yes, if you are UK resident and over age 18	Yes, if you are UK resident
How much can I contribute?	Unlimited	Up to £15,240 (see rules)	Up to as much as you earn, effectively capped at £40,000 each year (see rules)
When can I take the money out?	When you like	When you like	Usually from age 55 (57 from 2028)
Where can I invest?	Choose your own investments from funds, shares, bonds, cash, ETFs and more	Choose your own investments from funds, shares, bonds, cash, ETFs and more	Choose your own investments from funds, shares, bonds, cash, ETFs and more
Can I save tax?	No	✓ Tax-free growth ✓ No further UK tax on income	✓ Up to 45% tax relief on contributions if under age 75 ✓ Tax-free growth ✓ No further tax on income ✓ Up to 25% of withdrawals usually tax free, the rest taxed as income
How much does it cost?	Free to set up, low cost to run (full costs)	Free to set up, low cost to run (full costs)	Free to set up, low cost to run (full costs)
How can I manage my account?	✓ Online ✓ iPhone, iPad or Android apps ✓ Telephone ✓ Post	✓ Online ✓ iPhone, iPad or Android apps ✓ Telephone ✓ Post	✓ Online ✓ iPhone, iPad or Android apps ✓ Telephone ✓ Post
	Vantage Fund & Share Account »	Vantage Stocks & Shares ISA »	Vantage SIPP »

20 Hargreaves Lansdown: Increasing interaction with decision-making tools

You've got a fund product, an ISA product and a SIPP product. How do you get a potential customer to choose between them? You could simply bullet out the benefits of each product in a table. Or you could ask the customer a whole load of questions.

Or you could do what wealth managers Hargreaves Landsdown has done and take the best of both approaches – a table whose elements are highlighted (or not) according to the answers to a couple of critical tick-box questions.

Key takeaway

It just goes to show that an interactive tool doesn't have to be complex or cost the earth. It can simply be an amplified form of information design. It's great for the user, and all it takes is a bit of clear-headed thinking up-front.

21 MintLife: Making blogs relevant

MintLife, the personal finance blog from online financial management service Mint.com, proves that financial brands can make money interesting and non-salesy. It creates content that's shareable and relevant to MintLife's target audience – young professionals.

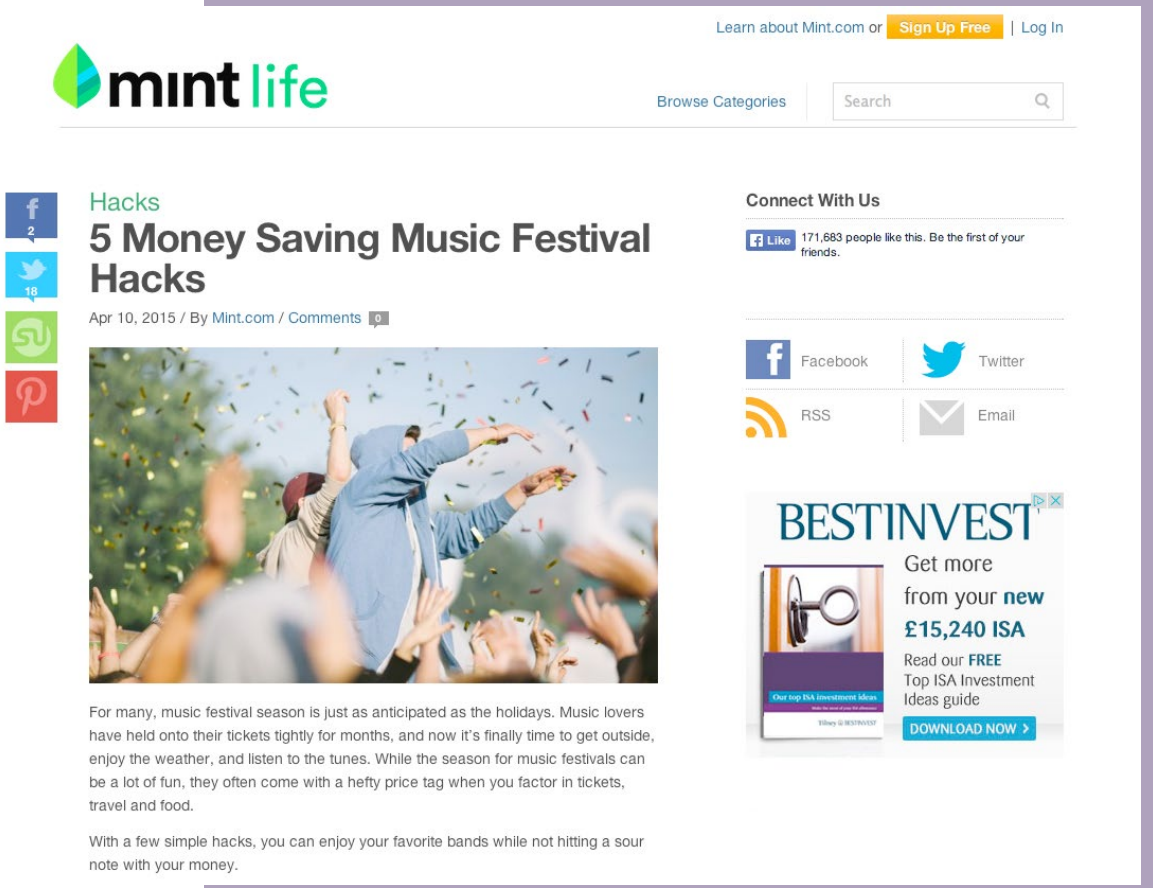
By knowing what its target audience is and writing specifically for them, MintLife builds up its users' trust with helpful, intelligent content.

Key takeaway

Know your audience and give them the articles and guides that they need. If it's useful and interesting to them, they'll share it with their peers.

Don't try to write for everyone – that's a sure-fire way to end up writing for no one.

Need help with your audience?
Speak to one of our strategists about user personas. Call us on +44 (0)20 7963 7070 or email us.





NatWest

22 NatWest: Tackling events with style on social media

While its competitors posted bland images on their Facebook walls or ignored the event altogether, Natwest showed its Facebook followers that it understood them on Mother's Day.

By compiling a cute list in the form of a receipt that shows what it means to be a mum, NatWest displayed empathy for its customers. And it was all conveyed in a visual way associated with money, and was therefore relevant to a bank.

The post garnered over 25,000 likes and 4000 shares. Of the hundreds of comments left underneath the post, some customers even went on to tell their own stories of what they did on Mother's Day.

Key takeaway

Spend time tailoring your content to an event. If you can make it relevant to your brand you will reap the rewards. Consider what would matter most to your target audience - the experiences they might have had, and how you can reflect these in an innovative, engaging way.

> "What matters most to your target audience? Empathise with their needs by tailoring your content around events they care about."

23 Charles Stanley Direct: Putting people front and centre

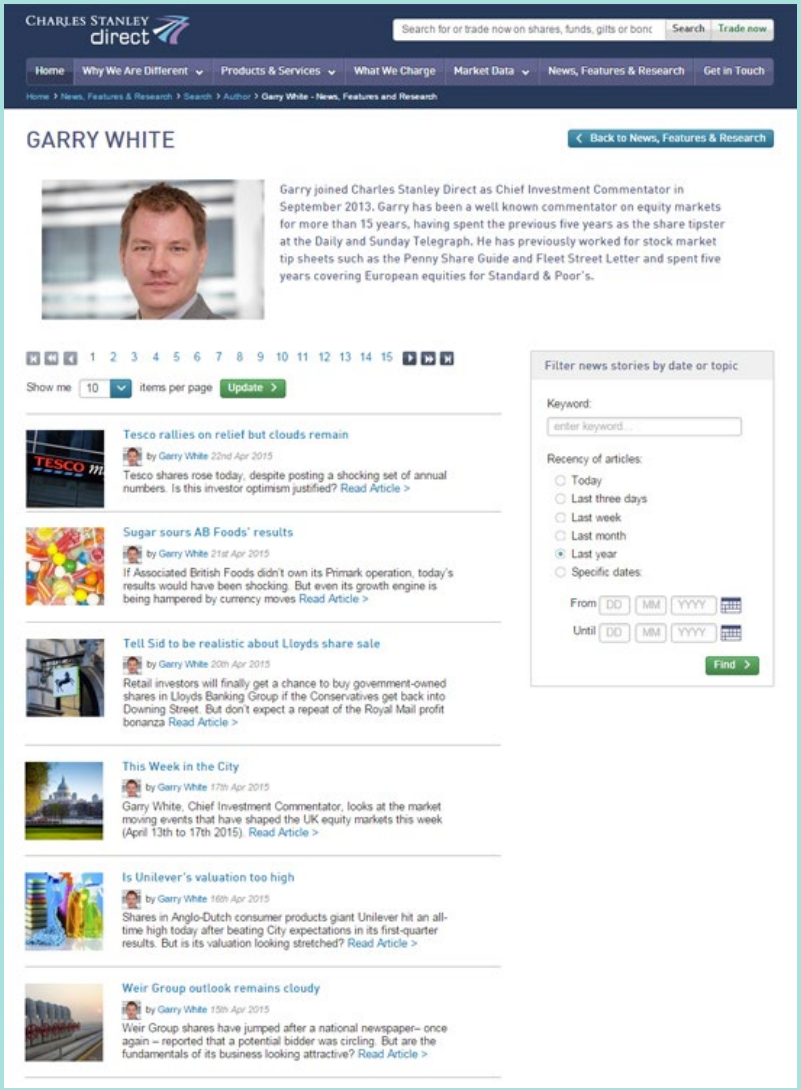
What distinguishes one investment company from another is the way they manage investments for clients. And the quality of their investment decisions often depends on the quality of their investment managers. In the end, it all comes down to people.

So, what's an effective way to big up one of your investment experts? An online CV, complete with list of all the other firms they've worked for? Charles Stanley Direct enables potential clients to judge its experts for themselves by reviewing the articles and insight pieces they've written online.

Key takeaway

Being generous with your content is a proven way of building trust with potential customers. Getting your experts to document some of their thoughts and insights – even if it's just a Tweet a week – can really help to build customer relationships, as well as help to promote your brand.

> "Showcase your employees' expertise and give them a voice – it's a great way of building customer relationships."





24 Money on Toast: Making things informal on social media

Money management is boring, right? That's why people with spare cash hire other people to look after it. Well, no actually. Increasingly, money management has to appeal to a younger breed of investor – an investor used to a more informal tone and fun ways of connecting with people online.

Money on Toast is an emerging investment management company, whose name alone gives an indication of its laid-back approach. It prefers to engage customers with fun and games on Facebook, rather than send out long newsletters. It's all about sharing a similar attitude.

Key takeaway

The advantage of social media campaigns over email campaigns is that they can be faster, more immediate, tonally more flexible and more on top of events. It shows customers you're alert, fast on your feet and always on the look-out for opportunities. And it needn't cost much.

> React quickly on social media to show that you are on top of events.

25 Credit Suisse: Providing expert content, magazine style

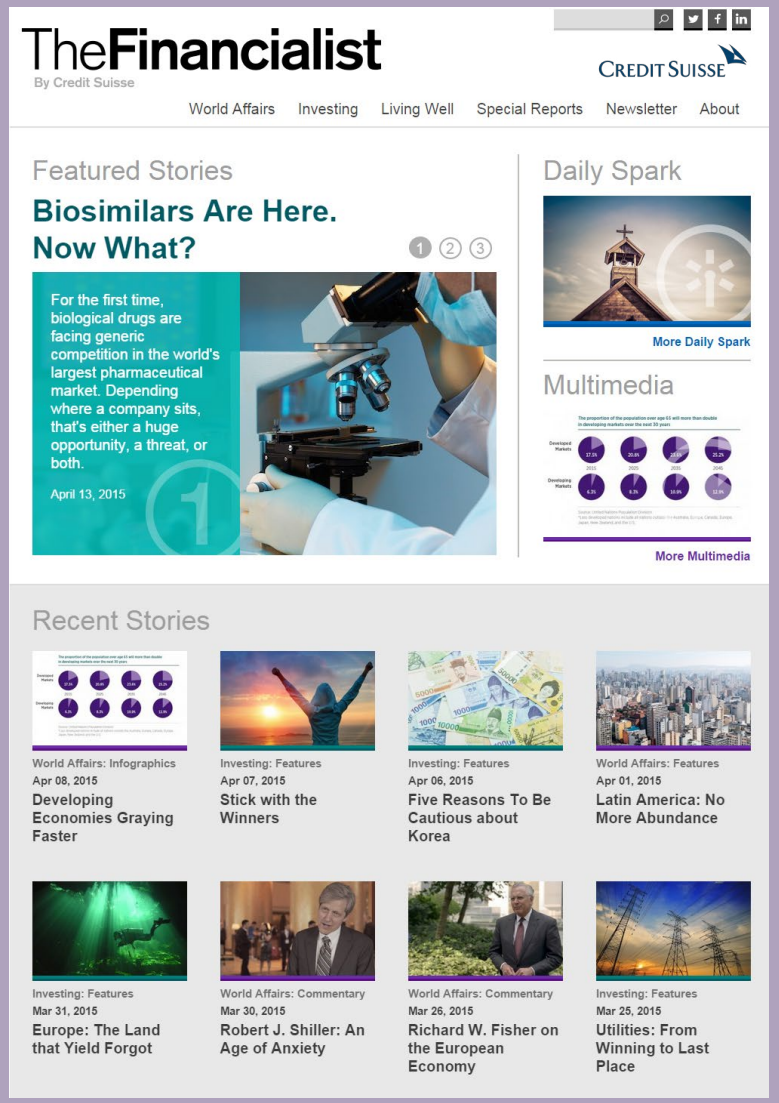
The Financialist is Credit Suisse's finance magazine. Its clean layout, magazine style and industry-relevant stories make it an excellent resource for anyone in the finance sector – whether they're a Credit Suisse customer or not.

With this magazine, Credit Suisse adds value to its brand while also showcasing its expertise and knowledge.

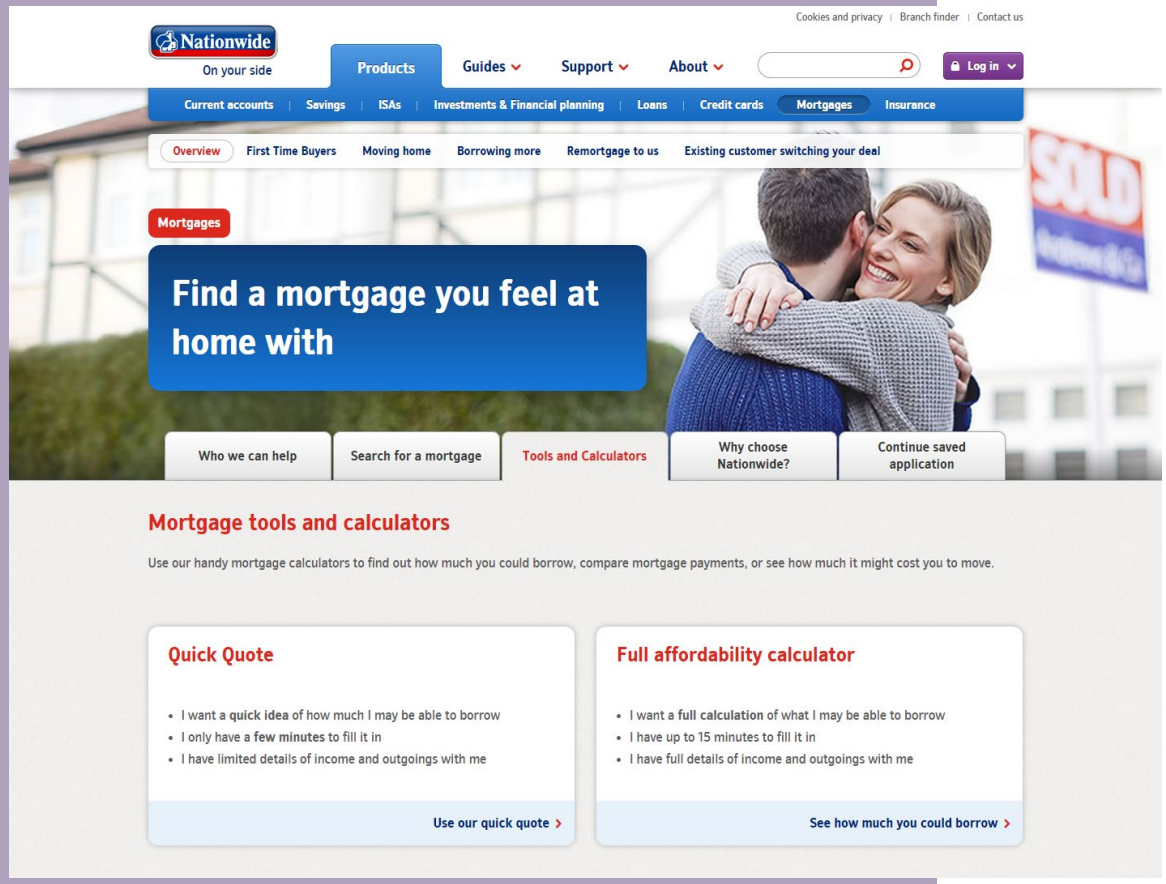
Key takeaway

People like quality and are willing to go in-depth with long-form content when the pieces are well written. When it comes to financial products, having a trustworthy and reliable voice is hugely important. Make sure your tone of voice is one that your audience can get behind.

Need help producing long-form content? Speak to one of our copywriters on +44 (0)20 7963 7070 or email us.



26 Nationwide: Giving consumers a choice



Nationwide's mortgage calculator's welcome screen is a great example of how to get people to use your service. It offers honest and clear options for a quick application or a more detailed one, explaining in 3 bullet points what you'll need, how long it will take and what kind of outcome you'll get.

Key takeaway

Offering 2 options – an easy one and a slightly less easy one – is a great way to nudge people through your site and encourage them to return to it at a later date.

Letting people know what they're getting upfront, and doing it as clearly as possible, means they're more likely to engage. If you don't prepare them, they'll get half way through the application, find out they need a certain type of document, and have to start again – nobody wants that.

27 NatWest: Using social media as a feedback tool

NatWest has identified Twitter not just as a tool for getting its message across, but also as a quick and easy line of communication between the bank and any customers that need help.

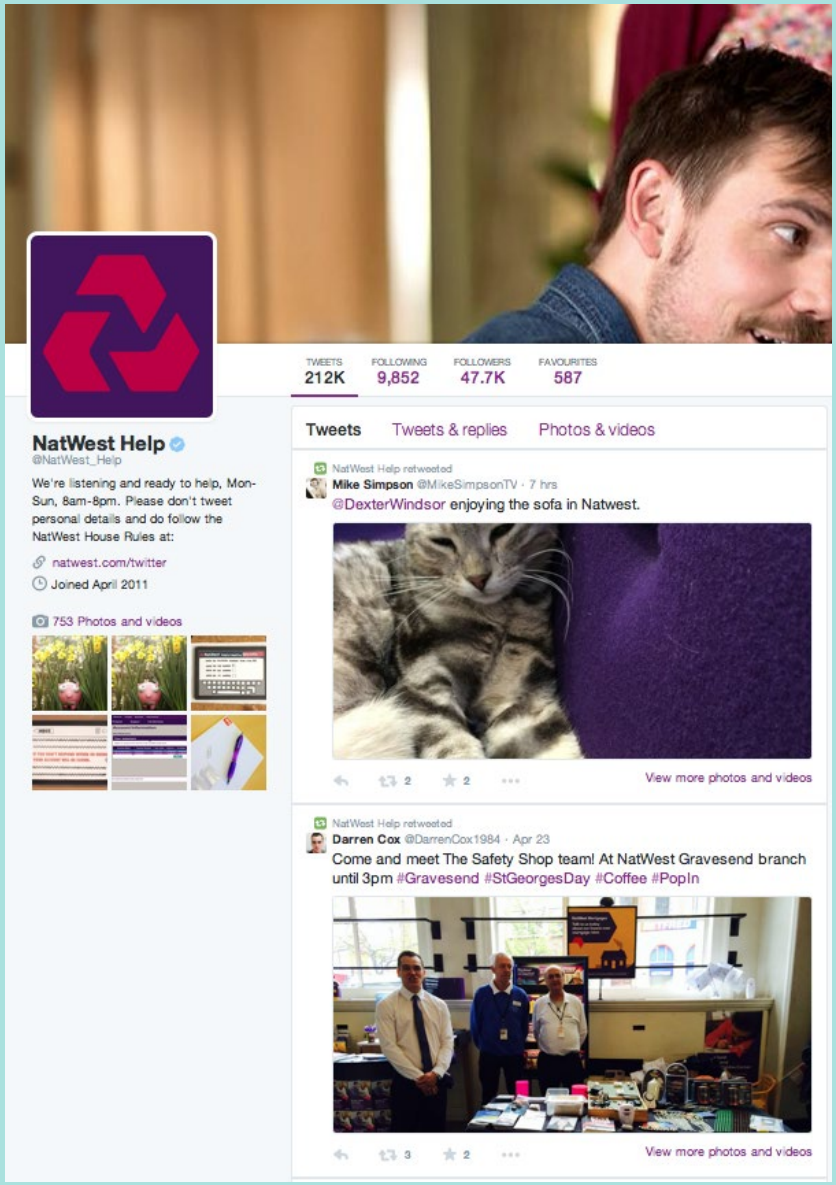
@NatWest_Help was set up to give customers direct support. The account is active 8am-8pm throughout the week, ensuring that customers always have a direct line to the company.

Key takeaway

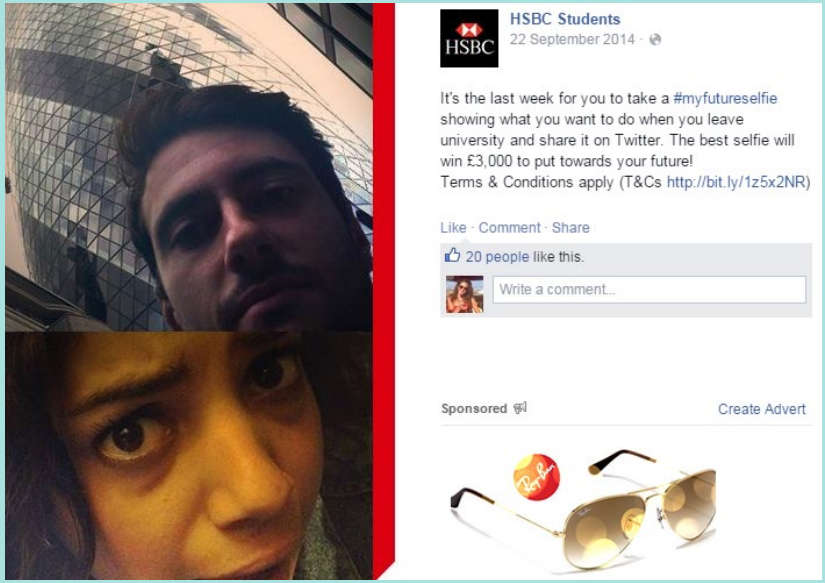
Don't make it hard for your customers to get in touch with you. If their only options are expensive phone lines or a slow back-and-forth over email, they're quickly going to become fed up with your service.

Give your customers quick and easy access using the channels they know and understand. They'll be happier, and your retention rates are less likely to waver.

> "Social media allows consumers to communicate with you directly. Respond to their queries quickly and honestly to build rapport."







28 HSBC: Getting into the student mindset

What group needs financial help more than students? Not only are these young adults usually starting out in the world on a very limited budget, they also have something of a reputation for over-spending. HSBC identified students as likely to be in need of extra guidance and so launched a Facebook page offering careers advice and a helping hand on all things budget-related.

There's time for some fun too with the #myfutureselfie hashtag and posts showcasing possible job options in the future – a career conserving the canopy in the Galapagos, anyone?

Key takeaway

If you can identify a particular group that may be in more need of your services than another, don't shy away from addressing them directly. If that's a younger group, you have even more opportunities to try out more fun, accessible and disposable content than you would normally be able to get away with on your homepage.

> Think about your user personas. Can you tailor content for specific groups?

29 MahiFX: Calculating the value of an expert

MahiFX is a financial services tech company focused on creating tools for the trading industry. To generate interest in what might otherwise be a dull topic, it created a calculator that compares your salary with that of financial trader and billionaire John Paulson.

Want to know how many years it would take you to earn John Paulson's annual salary? Or what you could buy with John Paulson's salary? This site will show you... probably while making you feel bad about your own bank account.

The competition motif is elastic enough to squeeze all sorts of monetary facts and factors into sporting metaphor.

Key takeaway

Numbers can be boring, but rarely so when they're related to something as personal as your salary. By linking the world of finance to a concept as simple and instantly understandable as 'I want what he has', MahiFX gets you thinking about finance and the world of trading in a new and personally relatable way. Think about ways to get your content to speak to the user on a personal level.

> Make sure your content speaks about the issues your consumers care about on a personal level.



30 Justin Wolfers: Giving finance advice in 140 characters



Justin Wolfers is a finance professor who writes for a number of publications including the New York Times. His Twitter feed and articles take confusing finance data and transform them into easy-to-read pieces.

His style is plain yet amusing. And his Twitter feed shows it's possible to cut to the core issue in just 140 characters.

Key takeaway

With the right angle and analysis, financial stories can be interesting and engaging. You don't have to focus on endless data, but instead home in on the human angle and how it affects people. And it's always worth looking past the headlines to the real story beyond...

> Pick out key insights from your data and try summing them up in one sentence.

31 GlobalCollect: UnionPay infographic

Payment service provider GlobalCollect published this infographic 'The Global Impact of Chinese E-commerce' to highlight its UnionPay service.

The infographic introduces the reader to the rise of the Chinese e-commerce market through a set of informative charts. Focus is then drawn to some of GlobalCollect's key market sectors – retail, travel and gaming. It concludes with a series of easy-to-understand visuals that show the growth of UnionPay.

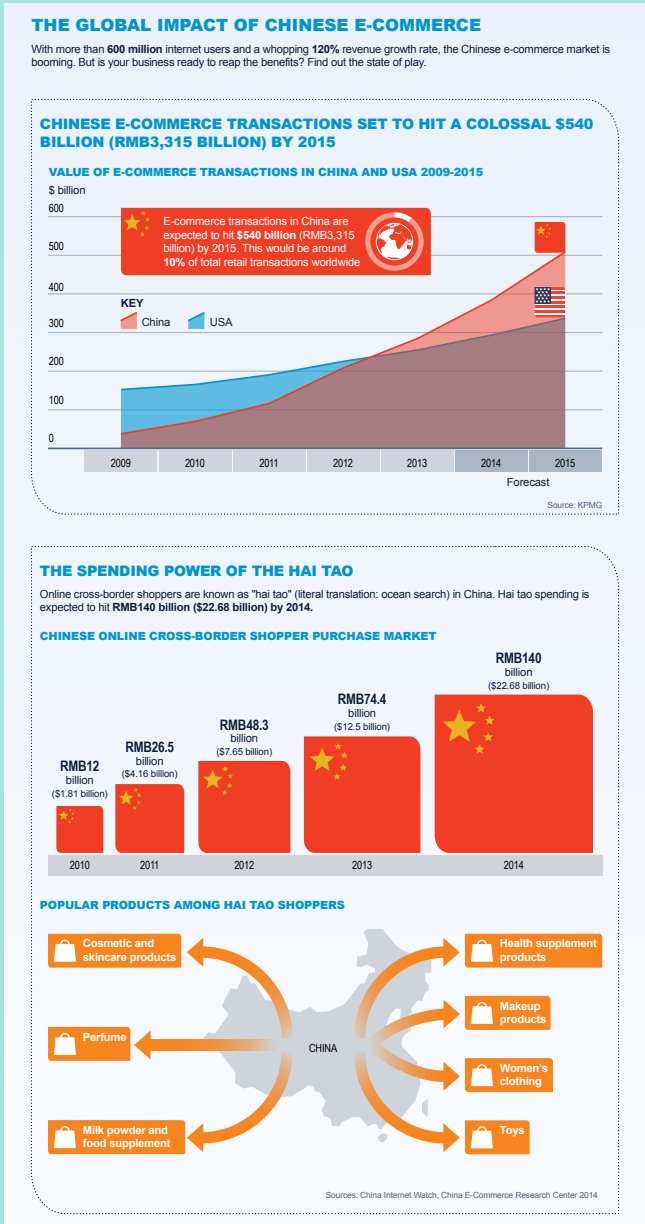
The CTA visually explains the UnionPay service provided by GlobalCollect in a clear and concise way, encouraging readers to sign up.

Key takeaway

When commissioning an infographic, consider having the designer build it in a modular format. Then you can either share the whole infographic to tell the full story, or use the modular sections separately.

They could be shared via social media (Twitter, LinkedIn, Facebook etc) or used as separate micro-graphics in related articles. This way you can get the most out of your infographic and really make it work for your business.

> Building your content in a modular way will allow you to share sections or the whole story.



32 Leeds Building Society: Putting the small print up-front



Where exactly compliance copy should go is always an issue. No one wants content littered with asterisks and footnotes, but that's how a lot of web pages seem to end up. Leeds Building Society has chosen a different path. They're up-front about the small print, making it an integral part of the product promos on this page.

Key takeaway

This approach has a couple of advantages. It answers readers' questions before they need to ask them. And it also gives a tonal impression of transparency, which can help build trust. If you're going to take this approach, also make language as plain and natural as possible.

Get help with your copywriting.
Speak to us now on +44 (0)20 7963 7070 or email us.