GROWW x KINFLUENCE

LinkedIn First Creator Led IPO Awareness Campaign

HOW THE CAMPAIGN CAME TO LIFE

• Activated a LinkedIn first campaign with X finance aligned creators including CAs, market educators, senior professionals and respected voices in the investment space.

• Built a clean narrative around the Groww IPO moment using clarity, insight and trust instead of promotion.

• Every creator delivered posts that were personalised, fact based and supported by real data signals that matter to investors.

• Achieved 3-4 Lakh organic impressions across the initial posts and drove strong conversation among professionals and first time investors.

• Strengthened Groww's perception as a platform that leads the category not only in numbers but also in trust and everyday relevancy.

WHAT WE SET OUT TO ACHIEVE

Primary
 Establish Groww as the most trusted investment platform during a high attention IPO moment using expert led content on LinkedIn.

Secondary
 Simplify the scale and significance of the brand through storytelling that connects with working professionals and informed investors.

Tertiary
 Create social proof at scale by using creators who already command respect and credibility in finance.

Additional
 Build a lasting narrative that Groww is the default investing choice for India, not just another app in a crowded space.

THE MARKET REALITY WE NEEDED TO SOLVE

Retail investing has become crowded and noisy.
Every fintech claims performance and convenience.
Investors are confused and platforms sound similar.
There is a clear need for voices who can simplify the landscape, interpret real signals and explain why one platform stands apart.

Groww needed a narrative that was honest, data backed and delivered by people who are trusted for their knowledge.

OUR PLAN OF ACTION

Expert Led Interpretation
Creators decoded the category using their own professional experience, giving audiences a clear and relatable understanding of Groww's scale and performance.

Story First Language
We moved away from generic explanations. Every creator used real moments from investing, career decisions, market behaviour and personal patterns.

Social Proof at Depth
The audience sees finance creators as guides. Their posts helped people evaluate the IPO moment with clarity and confidence.

Category Leadership Narrative
Instead of talking about features, the content focused on signals that indicate leadership such as search dominance, SIP share, app adoption and sustained growth.

THE OUTCOME WE DELIVERED

Campaign Achievement
Activated 5 creators who translated the Groww IPO moment into clear and meaningful insights tailored for LinkedIn.

Key Results
 • Achieved 3-4 Lakh impressions without paid support.
 • Activated one of the strongest finance creator clusters in India.
 • Generated strong recall and high credibility during a crowded IPO window.
 • Ensured every creator covered a unique angle with zero overlap.

Strategic Impact
The campaign helped Groww own the narrative on LinkedIn at the right time.
It reinforced the idea that professionals trust Groww and that the brand leads the investing category with scale and reliability.

WHY OUR CONTENT APPROACH WORKED

• Every post followed a carefully designed structure created by Kinfluence.
This structure included a personalised hook, a relevant story, sharp data points, customised statistics, quantified outcomes and a takeaway that built trust.

• The content avoided heavy finance language.
 Creators spoke like advisors, not marketers.

• The narrative combined simplicity with expertise.
 Stories were grounded in numbers and numbers were supported by real context.

• Each creator received unique talking points that ensured depth, originality and non overlapping perspectives.

• This format consistently outperformed standard branded finance content in both reach and credibility.

HOW WE BUILT VISUAL TRUST

• We used high level infographics that highlighted keywords, performance signals and category defining KPIs.
 These visuals acted as clean attention anchors for the narrative.

• Each creator also used personalised pictures to support the post.
 This humanised the content and made the insights feel lived and relatable.

• Every visual was built to be simple, professional and scroll stopping without being loud.
 The goal was clarity and trust.

• The combination of infographics, personalised images and data backed copy gave the posts a distinctive LinkedIn first identity.

THE CREATOR BLUEPRINT WE CURATED

• Curation was done with precision. The focus was on credibility and audience fit, not follower count.

Mega Creators
 CA leaders, senior educators, ex bankers and professionals with deep influence among investors.

Micro Creators
 Finance educators and storytellers who explain market behaviour in simple terms.

Nano Creators
 Young professionals and early investors who bring ground level relatability and peer influence.

• Each creator was assigned a unique lens such as category leadership, search trends, IPO context, SIP behaviour, app adoption and user growth.

• This mix delivered authority, simplicity and community voice all in one campaign.

THE EDGE THAT MADE THIS CAMPAIGN WIN

• The timing aligned perfectly with a high attention IPO.
 • Creators were chosen for expertise, not popularity.
 • The content was grounded in real market signals.
 • The narrative was clean, trustworthy and professional.
 • Visuals amplified recall without losing simplicity.
 • The campaign strengthened Groww's leadership story at a crucial time.