

PLAYBOOK IN ACTION

- Activated a creator-led campaign with 19 LinkedIn voices across nano, micro, and mega tiers
- Positioned Jiraaf as the go-to fixed income platform by highlighting platform awareness and real use cases
- Rolled out posts focused on education, storytelling, and credibility building
- Achieved millions of impressions organically within the first 10 posts
- Drove 30% of the total traffic to Jiraaf's landing page from these
- Mega creators' posts surpassed 1,000+ likes, building strong recall and trust

OBJECTIVES

Primary: Position Jiraaf as a relatable and trustworthy fintech platform through creator-led education.

Secondary: Translate complex bond investing into simple, actionable use cases for professionals.

Tertiary: Drive traffic, trust, and trials by leveraging LinkedIn creators' authority.

Additional: Establish social proof at scale to stand apart from similar fintech platforms.

PROBLEM STATEMENT

The bond investing category struggles with:

- Commoditized FD and fixed-income offerings with high messaging fatigue
- Limited brand recall beyond performance-driven ads
- Low user trust in fintech brands without social validation
- Rising noise from venture-backed fintechs with overlapping claims

STRATEGIC MOVES

01. Expert-Led Education

Creators simplified fixed income through clarity and storytelling.

02. Narrative-Led Content

Used relatable life and career moments to humanize bonds and showcase everyday use cases.

03. Social Proof Engine

Showcased trusted voices across LinkedIn, turning creators into brand advocates.

04. Depth over Vanity

Prioritized meaningful engagement and conversations instead of pure follower metrics.

WHAT WE PULLED OFF

Campaign Achievement: Activated 19 creators across nano, micro, and mega levels, who broke down bonds into stories, experiences, and recommendations tailored for LinkedIn.

Key Results:

- Millions of impressions across posts
- 30% traffic contribution to Jiraaf's page in just the first 10 posts
- Mega creator posts hit 1,000+ likes each, establishing strong social credibility

Strategic Impact:

Established Jiraaf as a trusted, LinkedIn-first fixed income platform with social proof and authority, creating an always-on funnel for platform awareness.

CONTENT AS A GROWTH LEVER

- Every content asset was built after deep research and brainstorming sessions to ensure accuracy and clarity.
 - Framed posts to move beyond “finance jargon” : focusing on storytelling, analogies, and everyday relevance.
 - Designed multi-layered content buckets: stories, explainers, recommendations, and experience-led posts.
 - Ensured consistency in voice and tonality across all creators, while leaving room for their personal flair.
 - Content became the engine of trust, outperforming standard branded content in reach, engagement, and credibility.

VISUALS AS A DIFFERENTIATOR

- Developed a distinct visual identity for Jiraaf on LinkedIn : clear, minimal, but authoritative.
- Every visual was tailored to the post narrative (storytelling reinforced with data, charts, or metaphors).
 - Carousels, infographics, and subtle screenshot overlays were tested and optimized for LinkedIn’s algorithm.
 - A/B tested visual directions (minimalist vs. rich) and scaled the ones that drove higher engagement.
 - Visual storytelling amplified content, making posts scroll-stopping and shareable in a finance-heavy feed.

CREATOR MAPPING & STRATEGY

- We adopted a laser-focused curation approach, handpicking creators not just for reach but for their audience fit with Jiraaf’s funnel
 - Mega Creators: CA/CFA professionals, ex-bankers, and wealth managers with 100K+ followers, trusted for high-level market insights [OBJ]
 - Micro Creators: finance educators and relatable young professionals (10K–100K followers) whose audience sought simple, trustworthy investment guidance [OBJ]
 - Nano Creators: early-career professionals with <10K followers, driving grassroots trust among Gen Z and first-time investors [OBJ]
 - Audience demographics were mapped across working professionals, early-stage investors, and seasoned allocators, ensuring each layer solved a different pain point
 - This hyper-curated creator mix gave the campaign balance: authority from experts, relatability from peers, and amplification from community voices