

## 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 
- Micro Creators: finance educators and relatable young professionals (10K–100K followers) whose audience sought simple, trustworthy investment guidance 
- Nano Creators: early-career professionals with <10K followers, driving grassroots trust among Gen Z and first-time investors 
- 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