

Kinfluence Media House

Playbook in Action

Activated a narrative led campaign "Kaisa Yeh Safar" to drive emotional recall

Turned real user stories into viral touchpoints across LinkedIn

Rolled out "StableMoney Collabs" to seed long term user generated momentum

Achieved 2.5M+ organic impressions and 40K+ engagements in 30 days

Objectives

Primary

Position StableMoney as a relatable fintech brand through real customer stories

Secondary

Turn customer advocacy into a scalable content engine for LinkedIn

Tertiary

Reinforce the 9.01 percent returns message as a market differentiator

Additional

Expand reach across new audience segments and build recall at scale

Industry Challenges

- FD offerings are commoditized as messaging fatigue is high
- Users do not trust financial brands without social proof
- Limited brand recall beyond performance driven ads
- Rising noise from VC backed fintechs with similar claims

Strategic Moves

1. Expert Led Education

Position financial advisors as trusted voices to drive clarity and trust

2. Narrative Led Content

Use storytelling to simplify products and humanize the brand

3. Social Proof Engine

Showcase real user wins through testimonials and case posts

4. Depth Over Vanity

Prioritize meaningful engagement over reach or follower count

SWOT Analysis

Strengths

Strong storytelling built emotional trust in a low trust category
9.01 percent returns positioned clearly for high recall on LinkedIn

Weaknesses

Low brand visibility beyond digital first audiences
User education gaps in Tier 2 and non metro markets

Opportunities

Rising demand for credible financial content on LinkedIn
Personalization of messaging through creator led campaigns

Threats

Stricter ad regulations around financial promotions
High product similarity across FD offerings reduces differentiation

Implementation Plan

Phase 1: Strategy and Setup

Identify aligned creators and brand advocates
Build content roadmap mapped to user journey
Finalize messaging, goals, and timelines

Phase 2: Content Production

Co create content with creators and real users
Develop educational and narrative led assets
Adapt creatives for LinkedIn and cross platform use

Phase 3: Campaign Launch

Roll out content in planned bursts
Monitor performance and audience signals
Drive conversations through active engagement

Phase 4: Scale and Optimize

Deep dive into metrics and ROI
Refine formats based on top performing content
Explore longer term creator partnerships

What We Pulled Off

Campaign Win

Launched "Kaisa Yeh Safar" which is a customer led LinkedIn campaign that spotlighted real investor journeys and turned users into storytellers

Real Impact

Converted customer voices into viral content with 2.5M plus impressions and 40K plus engagements to build trust, not just traffic

Strategic Move

Introduced "StableMoney Collabs", a first of its kind UGC initiative for a fintech brand which is now a scalable channel for recurring content

