

# 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

