

# A large retail bank + studio / ID

## Build a Content Marketing Program

A large retail bank turned to content marketing to become relevant to millennials, and launched a content hub to provide financial guidance. Measuring success was very important, because the content marketing investment was completely new for the bank.

## What we built

- Their Consumer Banking content strategy
- Powered their content hub with a consistent cadence of Licensed and Original Content
- An engine to drive ROI through content marketing

## Results

- Through Industry Dive, the content hub published **125 articles** that drove **1 Million site visits**, generated **200,000 social engagements**, and **1,000 email sign-ups**.
- Originally designed as an awareness campaign, **the bank saw 12x the original customer acquisition activity it forecasted.**

