

Anglo Bank

Let's say customers have been keeping a track of Cheka Noda, Paree Singh, and the vice-president of Product at PolarFace, from the firm news and information about his activity, and customers decide to reach out to him. Customers can visit his profile and reach out directly to him using the supermarket concept (the messaging system on LinkedIn) even if he is not included in customers' connections. Market research revealed that the target audience on LinkedIn looked for blog writing on topics such as innovation in Anglo banking, leadership, career advancement, and updates on economy, market, real estate and smart banking. Anglo Bank with its rich experience and expertise in the financial services domain was rightly poised to create this blog writing. It created blog writing in the form of infographics, long-form articles, firm up- dates and quizzes to drive engagement. With the help of this native form of advertising, Anglo Bank unleashed the potential of blog writing marketing by not just reaching out to the desired target customer but also converting the engaged audience to Anglo Bank's page as followers. Blog writing on diverse topics such as 'Best Places to Retire in India', 'Smart Vault', 'Questions to Ask a Firm during an Interview' and 'Dig Customers Way Out of Debt' attracted the most shares and gained viral lookups.

Exercise-

Q-1 Give suitable title of the above given case study?

Q-2 What does the market research in above the case study revealed?

Q-3 Narrate why it is said the best place to retire in India?