


coterie

CASE STUDY

**Finastra**

**Going LinkedIn  
Live in 3... 2... 1**

Growing mindshare  
of managed services  
with Finastra

 2.44 million



250 attendees



7569 clicks



145,967 video views

**FINASTRA**



## Background

Finastra is one of the largest Fintech organisations in the world. As a global provider of financial software applications, it serves institutions of all sizes, providing award-winning software and solutions to retail banking, transaction banking, lending, and treasury capital markets.

**Finastra is trusted by over 8000 institutions, including 45 of the world's top 50 banks.**

Coterie has been working with Finastra as an extension of their partner marketing function for over three years. Supporting Elka Behrand, Finastra's Global Partner Marketing Lead, Coterie has worked alongside her team on several projects including partner onboarding, joint value propositions, and developing content to communicate the value Finastra can bring to their partners.

## The Challenge

Finastra approached Coterie to raise the awareness of the managed service provider (MSP) offering with partners and the opportunities this could bring to small to mid-sized banks globally. Suggested topics included tackling misconceptions, competitiveness and scaling for the future.

## Results to date



**2.44 million** impressions



**7569** clicks



**250** attendees to the LinkedIn live events



**145,967** views of the post event videos

## Objectives

The primary metric for the campaign was awareness. Finastra wanted to reach as many of their target audience as possible with the right message. With this in mind, success measures were aligned to reach, impressions, engagements and post-event video views.

### Primary

1. Increase awareness of their managed services offer to current and new customers
2. Increase brand awareness

### Secondary

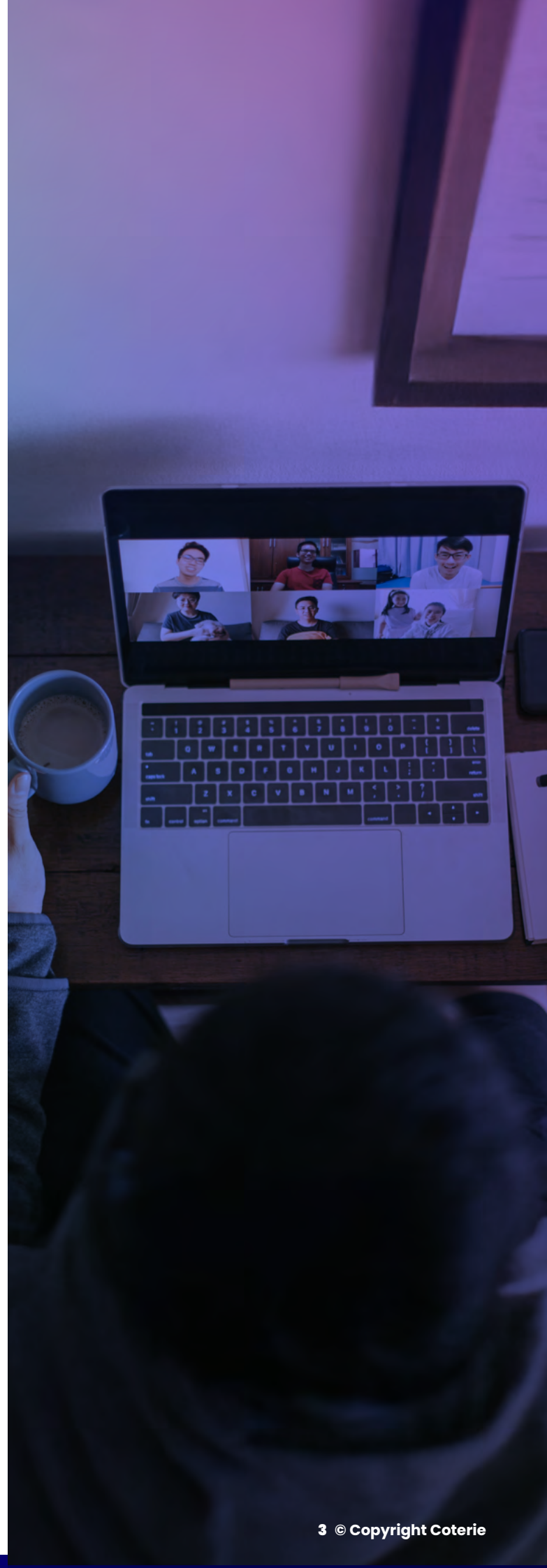
1. Accelerate lead funnel conversions
2. Wider share of voice in the market
3. Analyse the use of LinkedIn targeting into refine for future episodes

## The solution

We presented and recommended a series of LinkedIn Live events, leveraging the platform's integrated features to drive targeted reach, attendance and engagement. Each event was to be supported by a calendar of activity to maximise engagement;

- Pre-event to secure a strong attendance at the LinkedIn Live event of target profile
- During the event through a carefully crafted format and script
- Post-event to further maximise the reach of the content and gain mindshare with the target audience

To develop the content for each of the three LinkedIn Live events plus a case study, we worked closely with Finastra to conduct in-depth research to pinpoint relevant themes. Each theme was tailored to address key audience pain points. Once the topics were finalised, we created an engaging framework for each session, in addition to a narrative flow across the entire campaign.





## Planning as an extension of the Finastra team

Our delivery team deeply embedded themselves into the Finastra team to handle the pre-planning and stakeholder management. This included the management and co-ordination of multiple stakeholders from the internal and partner teams to gain buy in and approvals of ways of working together. In doing so, we were able to seamlessly integrate our campaign with other marketing efforts and ensure the global channels remained consistent.

## Bringing LinkedIn live events to life

Together with Finastra and their partners - OptionsIT and Phi Partners, we identified suitable speakers and moderators to take part in the LinkedIn Live events. We aligned stakeholders with the session objectives and audience expectations, before making final tweaks to the framework for the session. Our team of content experts then worked closely with the speakers to finetune the themes, craft a script outline and tease the most compelling insights out of each of the partners.

## Pre-event promotion

The comprehensive pre-event promotional strategy centered around the LinkedIn Live event page. We developed a calendar of email, organic and paid social activity to aid campaign memorability and drive participation via pre-event registration. Content was delivered as stills and videos – including a piece to camera from a member of the Finastra team.

## Delivering the LinkedIn Live

Our team worked hand in hand with Finastra to orchestrate the technical setup of the LinkedIn Live sessions via the Streamyard streaming platform. Additionally, we oversaw three speaker rehearsals to ensure seamless execution on the day of the event. We credit the success of the LinkedIn Live events to the focus on rehearsals, ensuring speakers were not only prepared, but comfortable ahead of each session.

**Our team worked hand in hand with Finastra to orchestrate the technical setup of the LinkedIn Live sessions via the Streamyard streaming platform.**

## Driving post-event awareness

Post-event, our aim was to prolong the impact of the session. In addition to the event recording, we developed accompanying blogs. These were promoted to the target audience globally through a series of organic and paid LinkedIn posts.

### What we delivered



End-to-end strategy for LinkedIn Live series



Topic research alongside Finastra to develop themes for each event



Format development, script writing, speaker briefing and rehearsals



Follow up blogs



Creative for the event and promotional assets

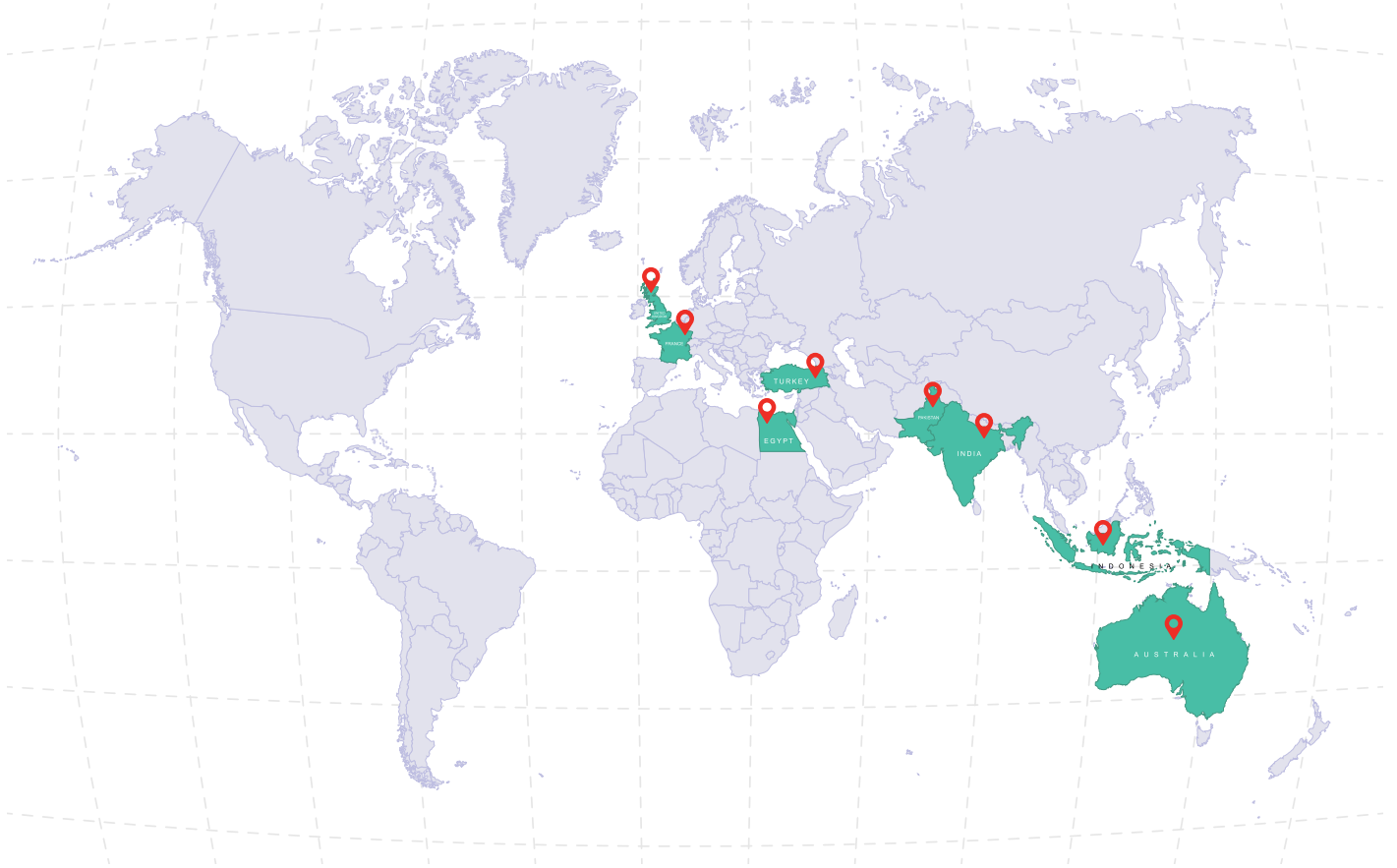


Paid and organic social campaigns both pre and post event

## Results

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### Top 8 most engaged countries:



**Together with Finastra and their partners – DXC Luxoft, Microsoft, Accenture, OptionsIT and Phi Partners, we identified suitable speakers and moderators to take part in the LinkedIn Live events.**

**Post-event, our aim was to prolong the impact of the session. In addition to the event recording, we developed accompanying blogs.**

### LinkedIn Live Series | Episode 1 – At a glance

- **Event name:** Redefining Success: Debunking the myths of managed services
- **Moderator:** Marolette van Rooyen
- **Panelists:** Helen Saunders, Phi Partners and Nick Palmer, Options IT
- **Target markets:** APAC/ME/Europe

#### Key results:



**1.17m** impressions  
(259% above projection)



**3,833 clicks** to landing page  
(343% above projection)



**179 live** attendees to the LinkedIn live event



**Successfully engaged decision** makers in UK, France, Germany and other European countries



**31,296 views** on the post-event video

### LinkedIn Live Series | Episode 2 – At a glance

- **Event name:** Transform to compete – how partnering with the right MSP can help midsize banks achieve growth, business agility they need to compete in today's markets
- **Moderator:** Marolette van Rooyen
- **Panelists:** Anthony Hammond, DXC Luxoft and Sherif Fathy, DXC Luxoft
- **Target markets:** APAC/ME/Europe

#### Key results:



**795k** impressions  
(1,084% above projection)



**2,620 clicks** to landing page  
(2,844% above projection)



**91 live** attendees to the LinkedIn live event



**Successfully engaged** decision makers in India, Pakistan, Türkiye, United Kingdom and Indonesia



**73,638 views** on the post-event video

**“Harriet and the Coterie team have done an outstanding job delivering this project, from inception to briefing the individual panelists and reporting of the results. I could not have delivered this without them.”**

**Elke Behrend, Global Partner Marketing Lead, Treasury and Capital Markets, Finastra**

## LinkedIn Live Series | Episode 3 – At a glance

- **Event name:** Future proofing: How partnering with the right MSP can help future proof midsize banks.
- **Moderator:** Ben Barwick
- **Panelists:** Nicola Tassan, Accenture, and Kevin Pemberton, Microsoft
- **Target markets:** Europe/Americas

### Key results:



**478,453** impressions (+1,544% on projection)



**1529** clicks to landing page (342% above projection.)



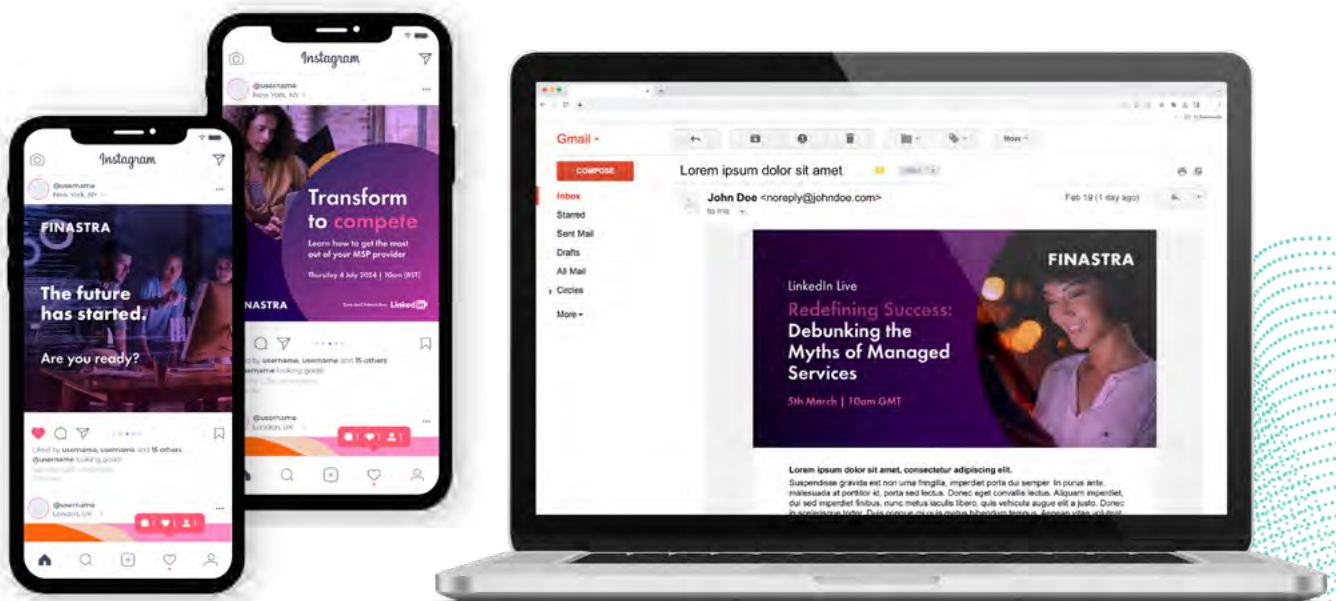
**23 attendees** to the live LinkedIn event



**Successfully engaged** decision makers in: Dominican Republic, India, El Salvador, Guatemala, Costa Rica, Honduras, Panama, Pakistan, Mexico.



**40,403** views on the post-event video



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If you'd like to find out more or discuss an upcoming project with us, you can contact our Customer Success Team.



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