

Social Media Marketing

Angel One



So what's the year looked like for us?



45% INCREASE IN FOLLOWERS

177% INCREASE IN REACH

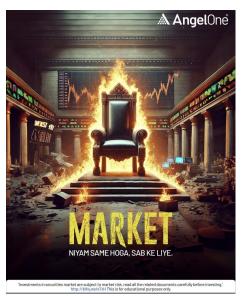
881% INCREASE IN ENGAGEMENTS



How did we do it?

We embraced our audience's love for movies & series











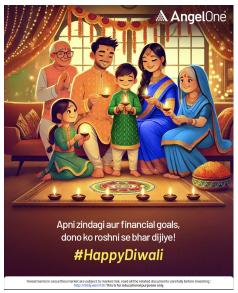
We tapped into the widespread enthusiasm for popular movies and TV series, both national and international, to create content that seamlessly integrates entertainment with financial insights. By aligning with trending themes, we successfully promoted our brand and the category in a relatable and engaging way. This approach allowed us to connect with Gen Z and young millennials on platforms they frequent, enhancing both reach and relevance.

We celebrated festivals, topicals and moments











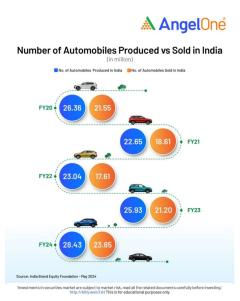
We celebrated the spirit of festivals and topical moments by creating thoughtful, relatable content that resonates with our audience's emotions and cultural values. Through these creatives, we highlighted the significance of family, tradition, and shared joy while seamlessly connecting these moments to financial themes. This approach allowed us to strengthen emotional connections while reinforcing Angel One as a trusted financial partner during life's special moments.

We ensured our audience learned

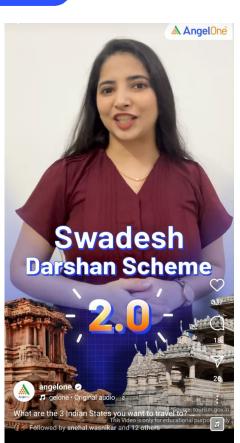








We committed to educating and empowering our audience by delivering consistent and engaging content that demystifies the world of finance. By simplifying complex topics and presenting timely insights, we aimed to keep our audience well-informed about financial trends, policies, and developments. Through a mix of data-driven narratives and relatable formats, we encouraged curiosity and learning, fostering a deeper understanding of finance. This approach not only helped build trust but also positioned Angel One as a reliable source of financial knowledge.



We also ensured our audience laughed

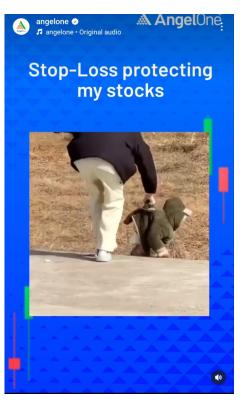








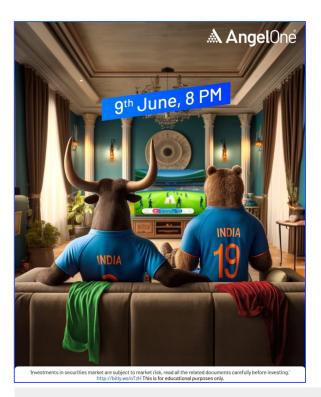
We tapped into the universal appeal of humor by leveraging memes to engage our audience in a lighthearted yet relatable way. By blending financial concepts with trending formats, we created content that resonated with their everyday experiences and added a fun dimension to finance. This approach not only kept our audience entertained but also fostered deeper connections with the brand, making financial conversations more approachable and enjoyable.



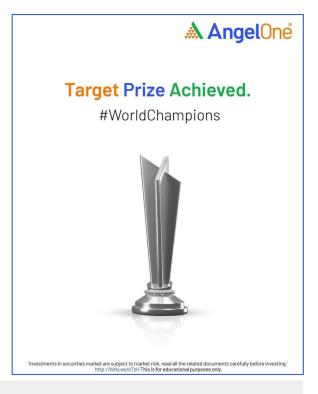
We opened a strong partnership with cricket

Celebrated moments on India's road to victory!









These celebratory content pieces, inspired by India's journey to victory, struck a chord with audiences and earned organic recognition across several national and international forums. Their widespread appreciation showcased the brand's creative prowess and helped Angel One gain significant visibility without paid promotions. This further reinforced Angel One's relevance and authenticity in connecting with audiences on culturally significant moments.

Leveraged our partnership with IPL through a meme campaign













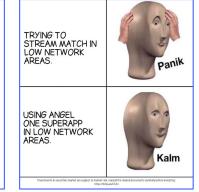
1174 Posts

33.6 Mn Reach

5.14% Avg ER









Created cricket-centric social content for IPL 2024













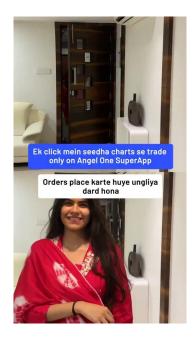




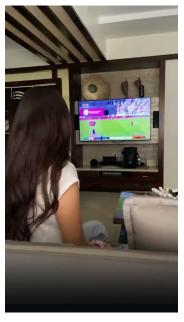


Used influencers to promote our App features

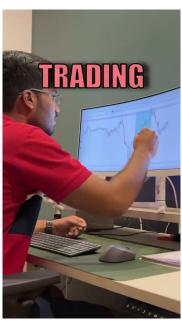












32 Influencers

2.7 Mn Reach

3.13 Mn Video Views

5.14% Avg ER

2.98% Avg ER

Used UGC to celebrate Father's Day

The Campaign's Genesis & Results

The Objective

To create something that would **add value** to the lives of our Gen Z audience, without alienating our older audience.

The Observation

Dads play an invaluable role in shaping our lives. Their guidance & support help us navigate challenges, seize opportunities, and growth both personally & professionally.

The Insight

Despite dads having a vast treasure trove of knowledge, direct conversations that enable them to impart this wisdom to their kids are few.

The Idea

On the occasion of Father's Day, we captured a few life lessons from dads through the curious minds of their kids. **These unscripted conversations** reveal the wisdom, love and insight that fathers impart every day.

The dads and kids featured in the video are real people expressing genuine emotions and sharing heartfelt moments.

The Outcome



The Results

28.9 Mn+ Video Views

Across all social channels

27.4 Mn+ Reach

Across all social channels

2.1 Mn + Engagement

Across all social channels

7.86% Average E.R.

Across all social channels

Spoke about Freedom through

an Independence Day Campaign

The Campaign's Genesis

The Observation

When brands in our category usually talk about Financial Freedom, the formats and scale of production might vary, but mostly the messaging focuses on the feeling of freedom one experiences once they have figured out their finances.

The messaging primarily focuses on the future, once you do achieve financial freedom.

The Insight

But, achieving this financial freedom is not a cakewalk. It doesn't just happen overnight. It takes determination, consistency and a fair share of sacrifices. And this is a space that has not been widely explored by brands in our category.

The Objective

To develop a gripping Independence Day campaign to emphasize that Freedom doesn't come easy.

In our case, this freedom translates to 'Financial Freedom.'

We celebrate those who are currently on their way to achieve financial freedom but haven't yet reached their destination.

Through this campaign we pay respect to their efforts being put right now, in the present.



The Idea

In celebrating the pursuit of financial freedom, #AzaadiKaRaasta reminds us that every step taken towards financial freedom is a victory in itself, deserving recognition and respect.

The goal was to create something that resonates with individuals from all walks of life, regardless of age, occupation, or background.

It is a celebration of India and its citizens who are taking control of their lives and striving towards a better future.

#AzaadiKaRaasta walks a fine line, ensuring that the process of achieving financial freedom is neither portrayed as overly daunting nor deceptively easy.

The Outcome

The Campaign's Amplification







#AzaadiKaRaasta with Content Creators

We **handpicked creators** and asked them to share personal stories about their own paths to financial freedom.

The creator videos acted as complementary extensions to the main film while making sure to embody its core message.

The Campaign's Results

92 Mn+ Video Views

Across all social channels

75.3% Average Percentage Viewed

On YouTube

66.8 Mn+ Reach

Across all social channels

4.2 Mn + Engagement

Across all social channels

6.2% Average E.R.

Across all social channels

Let's understand the strategy

Platform Strategy



We crafted content uniquely suited to each channel's audience and engagement patterns, ensuring impactful and relevant communication across social media.



Capitalized on trends and influencer collaborations to create visually engaging and relatable content that resonated with a younger, trend-savvy audience.



Leveraged trending topics and brand collaborations to drive real-time engagement, spark conversations, and establish thought leadership in the finance space.



Combined diverse content strategies with targeted paid promotions to maximize reach and build a community across a wider demographic.



Created fun and snackable finance-related content, tapping into the preferences of Gen Z for quick, visually engaging, and relatable communication.

The Target Audience





Day Traders

Skilled individuals who closely track and analyze market movements daily to make informed, rapid trades.



Long-term Investors

Knowledgeable individuals who focus on the bigger picture, investing with confidence in long-term market growth without daily monitoring.



New to Investing

Beginners who are still exploring or learning the basics of investing, often unfamiliar with market intricacies.

Metros & Tier

English, Hindi & Hinglish

But it wasn't all smooth sailing...

Stringent Regulatory Guidelines



We've used a lot of celebrity memes in this presentation.

That's because we don't get the chance to use them in our official marketing strategy.

So we just had to use them here.

All thanks to SEBI!

The Securities & Exchange Board of India is the regulatory body for securities and commodity market in India. It has laid down strict guidelines for the sector & failure to abide by these has drastic legal & monetary consequences.

This includes:

- Not associating with any celebrity or non-finance influencer (memes, tags, too)
- Commercials cannot use anyone who has IMDB credits
- Can't use copy that sounds suggestive or advisory towards particular stocks or companies
- And many more such restrictions



Highly Competitive Landscape



It's a literal WARZONE when it comes to competition in this category.

Not only do we have to put out quality content with SEBI regulations in mind but also put out content quicker than the other competitors.

This is especially important when it comes to real time stock market updates.







Despite these challenges we still triumphed!



Thank You

