

BANKING INDUSTRY INTERACTIVE CONTENT STRATEGY WITH CALCULATORS & QUIZZES



TOP OF THE FUNNEL

KNOWLEDGE & OCCASION QUIZZES

- How well do you know digital banking? Let's find out.
- Take this quiz and let's see how financially fit you are.
- Do you have what it takes to be an investor?



INCREASE **SOCIAL**
ENGAGEMENT



GROW **AWARENESS**



SPARK
CONVERSATIONS

LINKS TO LIVE INDUSTRY EXAMPLES

- [Outgrow mortgage calculator](#)
- [Retirement planning calculator](#)
- [Credit card payoff calculator](#)
- [Certificate of deposit calculator](#)
- [How much do you need to retire?](#)

MIDDLE OF THE FUNNEL

PRODUCT RECOMMENDATIONS

- What kind of bank account would suit your needs?
- Which bank policy works best for you?
- Which investment mix is best for your risk profile?
- Which retirement plan is best for you?



STAY **TOP OF MIND**



BRAND **AUTHORITY**



CLIENT **EDUCATION**

COST CALCULATORS

- Calculate your home loan repayments.
- What would be your interest on a loan?
- Find out if you qualify for a mortgage!

BOTTOM OF THE FUNNEL

SAVINGS & ROI CALCULATORS

- Calculate a rate of return on your cash flow
- What is the discount on your credit card?
- Find out how much you can save if you buy our gold loan scheme.



CREATING **LOYALTY**



INFLUENCE DECISIONS

COMPETITOR FOCUSED

- How is ----- bank better than -----?
- How do credit card rates and rewards compare between ----- and -----?
- Which bank is offering the best customer experience and support?



GROWING **MQL**