

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?

LINKS TO LIVE INDUSTRY EXAMPLES

- [Credit Card EMI Calculator](#)
- [Retirement Planning Calculator](#)
- [Home Loan EMI Calculator](#)



INCREASE **SOCIAL**
ENGAGEMENT



GROW **AWARENESS**



SPARK
CONVERSATIONS

MIDDLE OF THE FUNNEL

PRODUCT RECOMMENDATIONS

- What kind of bank account would suit your needs?
- Which bank policy works best for you?
- Which branch is ideal for you?



STAY **TOP OF MIND**

COST CALCULATORS

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



BRAND **AUTHORITY**



CLIENT **EDUCATION**

BOTTOM OF THE FUNNEL

SAVINGS & ROI CALCULATORS

- Need to calculate a rate of return on a cash flow? Check it out.
- 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 more stable than -----?
- By how much are the credit card interest rates of ----- more than -----?
- Which bank is offering superior customer experiences?



GROWING **MQL**