

# Banks collaborate with the new media on influencer marketing solutions

11 November 2024



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2024-11-11



## Foreword

In the age of digital marketing, the collaboration between banks and new media has emerged as a crucial strategy for financial institutions to expand their customer reach and enhance brand impact. Platforms such as live streamers and influencers build new marketing channels, amplifying customer touchpoints for banks through their unique influence and extensive follower bases. Banks need to understand the traits and preferences of diverse customer segments to develop a more targeted and effective marketing strategy, thus delivering personalized financial products, fostering innovative partnerships and enhancing service offerings.

## I. Market background and customer base

### 1. Growing customer base through new media channels

With the development of internet and social media, live streamers and influencers have risen as influential figures among the new generation, significantly influencing marketing strategies. Through livestreaming platforms, short video platforms and various other channels, they forge intimate connections with their followers, forming the foundation of a thriving fan economy. Traditional financial institutions, such as banks, have the opportunity to collaborate with these influencers to effectively engage younger demographics and improve the personalization and interactivity of their services.

### 2. Characteristics of the new customer bases

According to the public information, there's many different types of influencers, with food, fashion and beauty, knowledge and education, entertainment, talents and skills segments having the most fan bases. However, the essential characteristics vary a lot across them.

#### Food live streamers

Young females account for the majority, with significant regional differentiation and income inequality. Most revenue is generated by top live streamers.

#### Fashion and beauty live streamers

Females dominate but male population is growing. Income differentiates, mainly from first-tier cities.

#### Knowledge and education live streamers

Population features with the dominance of young and highly educated people in large cities with income inequality.

#### Entertainment, talents and skills live streamers

Content is diversified and population varies greatly across different regions. Income is associated with education background and locality.

## II. Innovation in financial products and services

Financial institutions can develop personalized financial products that align with the needs of customer bases of live streamers and influencers, providing customized solutions and designing value-added services tailored to diverse needs such as financial management and tax planning. Through these innovative measures, banks can provide integrated professional financial services to such customer bases, thus enhancing customer loyalty and satisfaction.

### 1. Customized financial products

Banks can design tailored financial products to meet the diverse needs of live streamers and influencers, assisting them with effective financial management and business expansion. As for live streamers engaging in the areas of food, fashion and beauty, knowledge and education, entertainment, talents and skills, banks can provide customized products encompassing exclusive credit cards, cross-border payment services, supply chain financing, private banking services, education savings plans and artisan loans. By providing tailored and customized products, banks can develop a closer partnership with the live streamers thus to elevate brand exposure and increase customer loyalty.

For food live streamers, banks can provide diversified financial services to meet with their consumption, business expansion and wealth management needs. For example, live streamers are offered with premium credit cards with high limit, adapting to their high-end consumption needs across the globe while enjoying discounts and earning reward credits at restaurants. Another example would be banks to provide low-interest loans and customized procurement financing solutions, through supply chain financing, to those who plan to expand their presence or build their own brands, helping them grow their businesses.

For fashion and beauty live streamers, banks can provide specific financial solutions to assist them with global revenue management and brand development. For example, cross-border payment services offer support for fashion live streamers in managing revenue from overseas markets, who can enjoy wealth management, tax planning and family trust services together with customized investment strategy and optimized asset allocation through private banking services.

For knowledge and education live streamers, banks can develop diverse financial services to support their career development and intellectual property protection. For example, education savings plans help live streamers make long-term savings and investments in their future education and support their participation in academic activities. Meanwhile, intellectual property insurance protects the creation of new content for knowledge live streamers to mitigate legal risks that may arise from copyright issues.

For entertainment, talents and skills live streamers, banks can provide exclusive financial services to help them manage their creation and income. For example, artisan loans provide live streamers with financial support to cater to their needs for content creation, performance and equipment procurement while performance insurance protects large events from risks and help mitigate financial risks. Meanwhile, banks can launch fan economy-based accounts for managing unstable rewards and livestreaming revenue, helping live streamers generate greater value and achieve more effective revenue management.

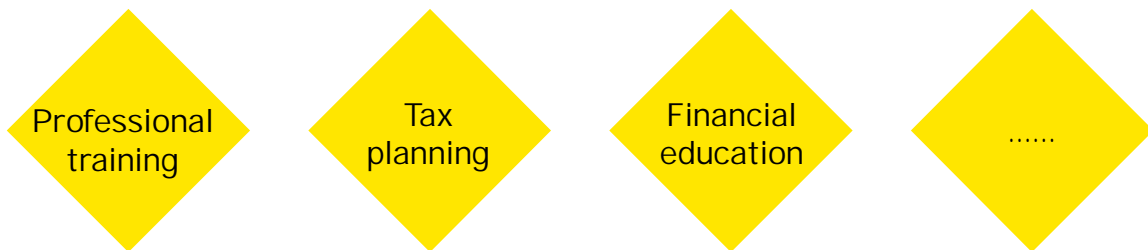
### 2. Personalized service solutions

Banks can develop diverse personalized service solutions for live streamers to meet with their needs for wealth management, branding cooperation and marketing. Firstly, exclusive wealth management consulting services provide one-to-one planning and personalized wealth management advice, such as asset allocation and tax planning, and develop personalized investment strategies based on their income and risk appetite. Secondly, banks can launch co-branded credit cards with leading brands, providing live streamers and their fans with exclusive rights and benefits and further attracting new target customers through brand exposure and fan loyalty. Moreover, banks can work with live streamers to promote the financial products and elevate brand exposure through livestreaming, enhancing brand profile and market penetration. These customized strategies can help banks to reach target customers more precisely and boost customer loyalty and brand influence.



### 3. Tailored value-added services

Banks can accommodate specific needs of live streamers through tailored value-added services. Firstly, banks provide professional trainings for live streamers, allowing them to gain deeper knowledge in finance. Secondly, banks provide tax planning services to assist live streamers with tax deduction and optimization within a complex income structure. In addition, banks organize regular education activities to assist live streamers in raising financial awareness and building capacity in long-term financial planning. These value-added services provide all-round support to live streamers for their financial management and career development to improve their financial stability and professionalism.



## III. Cooperation modes and marketing strategies

The cooperation modes and marketing strategies between banks and live streamers focus on strengthening brand influence and customer loyalty through diversified collaborative marketing campaigns, social media marketing and data-driven precision marketing. By launching co-branding initiatives, themed banking campaigns and fan engagement activities, banks can leverage live streamers influence to attract younger audiences and boost brand visibility. Meanwhile, social media marketing further expands the reach of banking products and fosters connections with target customers via content sharing, influencer recommendations and interactive community engagement. Additionally, data-driven precision marketing enables banks to analyze fan data, create customer profiles and deliver personalized recommendations and track marketing effects in real time to ensure strategies remain effective and targeted. This integrated cooperation modes allow banks to achieve market expansion and precise customer reach through the influence of live streamers.



## IV. Challenges and opportunities

Banks must ensure a cohesive identity with the live streamers to avoid the image or behavior of them deviating from the banks' value and thus causing brand damage issues. Additionally, the rapid evolution of the livestreaming industry leads to popularity fluctuations, making it challenging to guarantee stable and long-term benefits from such cooperations.

Banks can leverage live streamers' wide-reaching influence, particularly their appeal to younger generation, to expand their presence in the youth market segment. By partnering with live streamers, banks can introduce innovative financial products, such as co-branded credit cards and exclusive services, to increase brand recognition and appeal among younger customers, while fostering more diversified and creative banking services.

Collaborative marketing efforts between the two parties not only help banks to attract new customers but also bring more business opportunities for live streamers. Through precise market positioning, innovative financial offerings, personalized service solutions and robust risk management, banks can explore more potential cooperation opportunities with live streamers and influencers, paving the way for win-win development.

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