

 monzo mastercard.

Wealthsimple  *Revolut*

**Top Performing Content  
Buckets Q3 2021  
Financial Services**

The top content buckets for the Financial Services industry in Q3 2021 on TikTok are as follows:



01

## This vs That



Financial influencers comparing financial options or decisions present in viewers' everyday lives and offering advice on how to tackle each option.

02

## Sharing Resources & Recommendations



Financial influencers sharing their favourite tools and resources that help them learn and make decisions.

03

## Custom Platform Content



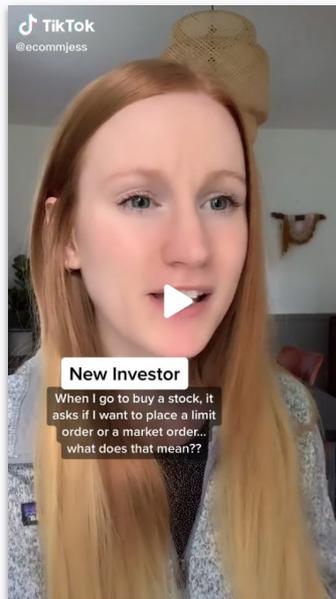
Financial services creating custom content for TikTok to show the benefits of their product or service from their own brand voice.



Likes: 6.8K | Views: 53.7K  
[Click to watch](#)



Likes: 1.3K | Views: 22.5K  
[Click to watch](#)



Likes: 2.5K | Views: 20.4K  
[Click to watch](#)

### Best Practices



9:16 Ratio Videos



Think of two concepts people are often debating between or confused by.



Use back and forth footage to make it seem like a discussion between the options.

### Opportunities



Check in on your comments to see what people are confused about.



Try to tie concepts in with relevant anecdotes.



Give each option a use case and tie it back to your product or service.

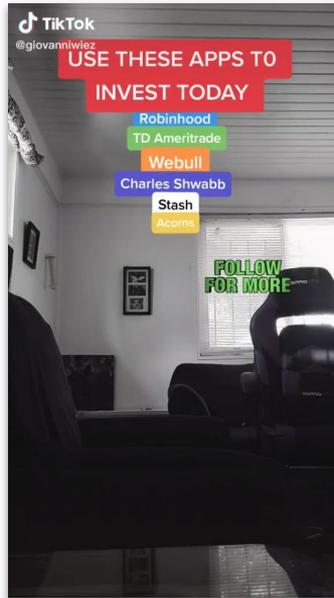




Likes: 1.2K | Views: 15.1K  
[Click to watch](#)



Likes: 3K | Views: 28.9K  
[Click to watch](#)



Likes: 60 | Views: 1.3K  
[Click to watch](#)

### Best Practices



9:16 Ratio Videos



List accessible resources that will contribute to your audience's learning.



Include screenshots or visuals of the resources where applicable.

### Opportunities



Create categories of different tools to help your audience (ie. books, apps).



Think about the message you want to send and how it can relate to your product and services.



Explain how the resource will be a benefit to the audience.





Likes: 66.6K | Views: 1.9M  
[Click to watch](#)



Likes: 1.4K | Views: 204K  
[Click to watch](#)



Likes: 53.5 | Views: 2.3K  
[Click to watch](#)

### Best Practices



9:16 Ratio Videos



Highlight innovative ways to showcase your product.



Work with in-house content creators as opposed to all content being created by influencers.

### Opportunities



Touch base with customer service teams to hear what people want to know.



Talk directly to your audience and tell them what they'll learn by engaging.



Show a step by step of how to achieve outlined goals with your brand.

