



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

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



01

## New Product Features



Financial services sharing product update features with their audience so they know what's new to their platforms and services.

02

## Professional Athlete Partners



Financial services partnering with professional athletes to create content around their products and services for the community.

03

## Tips & Information



Financial services posting about tips and information to make navigating financial stability more manageable.

### Best Practices



Single Image or Carousel Posts



Host a giveaway when launching new features to increase awareness.



Use this as an opportunity to direct traffic to your website for viewers to read more.

### Opportunities



Monitor what your audience is asking for in the comments.



Find user comments on previous posts to see what pain points they're having with your platform and use this a way to introduce a solution.

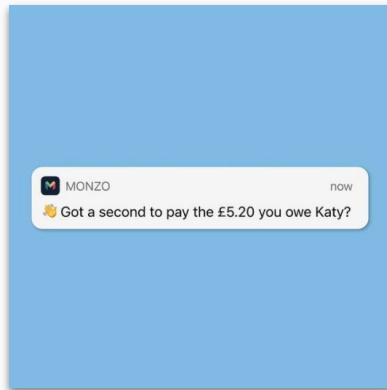


Demonstrate how the feature works, if possible.



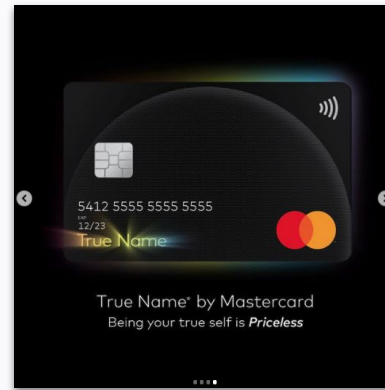
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### Best Practices



Single Image or Video Posts



Partner with professional athletes to reach new audiences.



Make the athlete the main visual focus of the post.

### Opportunities



Provide value for your audience by linking an [initiative](#) to the partnership.



Encourage viewers to take action or visit a page on your website.

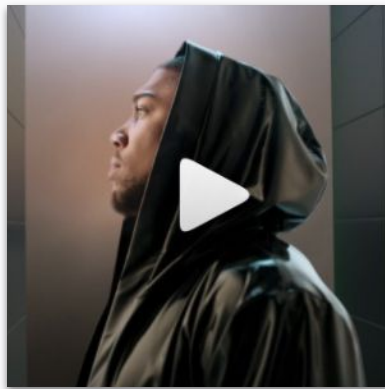


Find athletes who you think your audience would be invested and interested in.



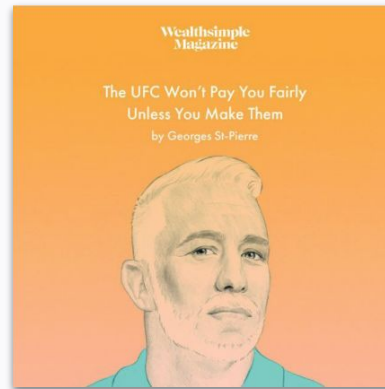
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**Best Practices**

Single Image or Video Posts



Include a link in bio for your audience to read more.



Use graphics and branded content to tell a clear story.

**Opportunities**

Use caption space to list out more detail offering advice.



Answer questions or problems your audience may have already.

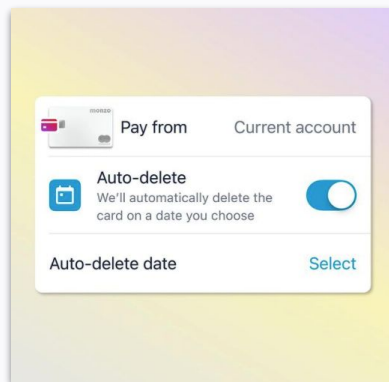


Link it back to a problem you're service or product is solving.



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ER: 0.3%

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