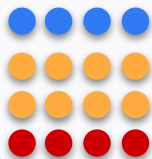


Q4 2022

**Facebook High-Net-Worth Investment  
Content & Professional Services  
Opportunity Analysis™ Q4 2022  
Financial Services**

Facebook

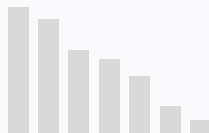
# Content Opportunity Methodology



1

## Measure & Categorize

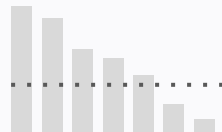
Sample a large number of social posts to find ones that are significantly outperforming the average.



2

## Identify Top Themes

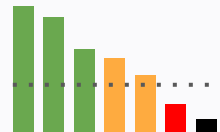
Identify the themes that are resonating most with the audience by sorting the themes by their aggregated performance metrics.



3

## Identify a Benchmark

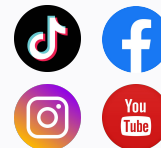
Identify content themes that are performing above and under an average benchmark for the industry based on views & engagements.



4

## Identify Opportunities

Look at the data and find the content themes that are resonating with the audience based on a set of top creators.



5

## Repeat For Each Platform

Repeat the analysis for every platform that matters to your brand and audience to find platform-specific opportunities.

**Data** is collected via our principle data partners, a variety of additional tools, and our own manual observation techniques.

### Principle Data Partners



# Key Takeaways

## Top content opportunities in Q4 2022 for the Financial High-Net-Worth Audience on Facebook include:

### Building Wealth:

- In these videos, creators discuss practical ways to grow and protect your personal wealth.

### Real Estate Investing:

- Sharing real estate knowledge and advice regarding homes and investment properties.

### Financial Concept Breakdown:

- These videos dig into specific financial concepts, simplifying them through examples and explaining the details.

### Finance Tips:

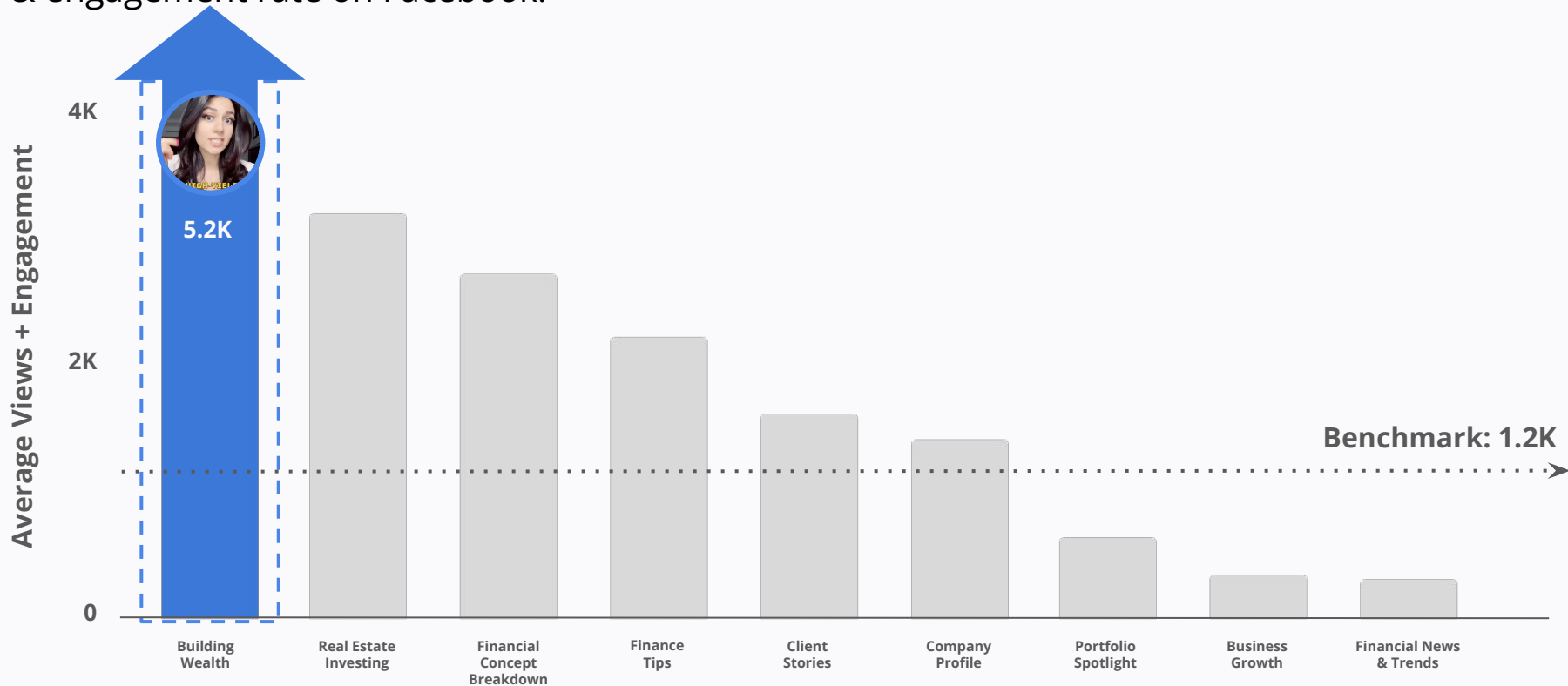
- Thematic money and banking tips on various topics including security, tax strategies and travelling abroad.

# Facebook Content Bucket Definitions

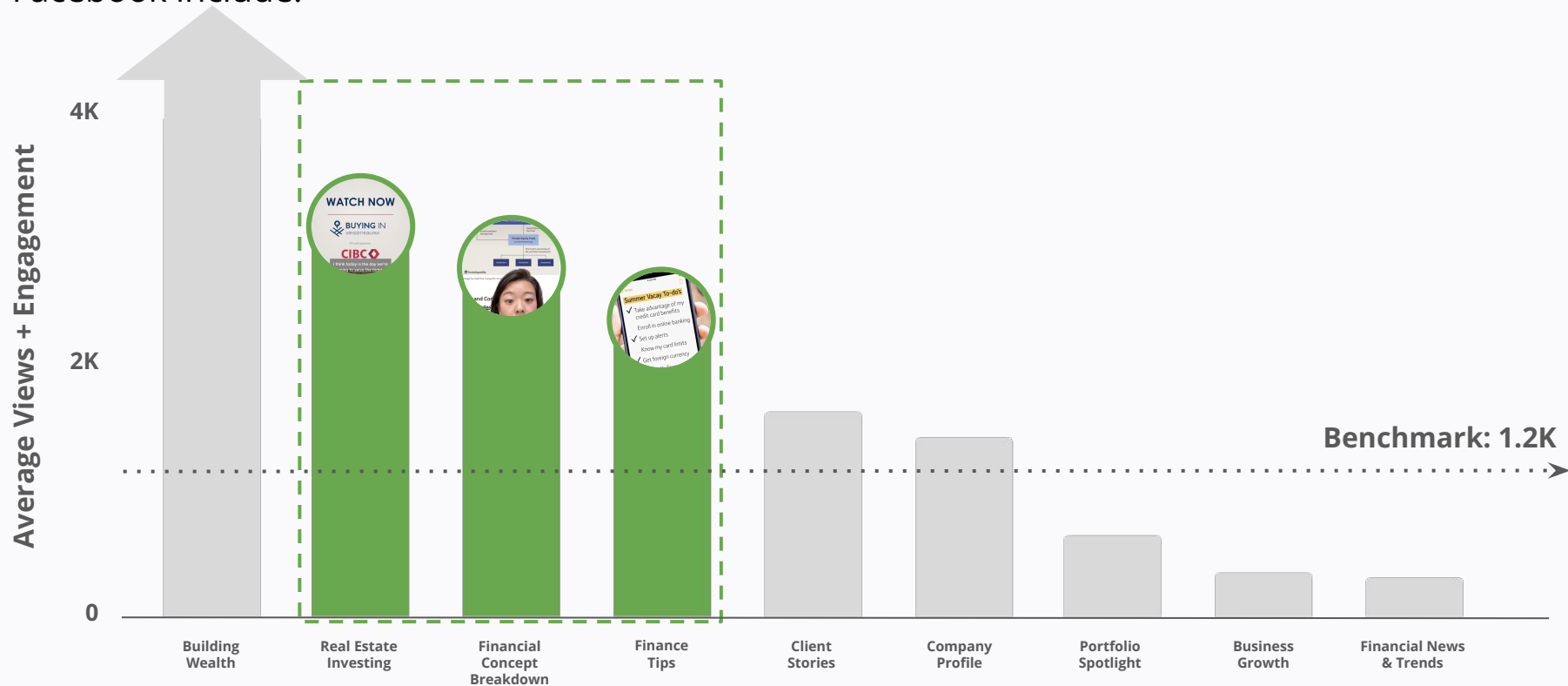
Click to see example  


- **Building Wealth**: In these videos, creators discuss practical ways to grow and protect your personal wealth.
- **Real Estate Investing**: Sharing real estate knowledge and advice regarding homes and investment properties.
- **Financial Concept Breakdown**: These videos dig into specific financial concepts, simplifying them through examples and explaining the details.
- **Finance Tips**: Thematic money and banking tips on various topics, including security, tax strategies and travelling abroad.
- **Client Stories**: These videos highlight the work of bank clients and how they used loans and financing to achieve their goals
- **Company Profile**: These videos share information about the company, the employees, and the services and expertise they provide.
- **Portfolio Spotlight**: Private equity firms spotlight a company in their portfolio, digging into its performance and the partnership itself.
- **Business Growth**: These videos target entrepreneurs and small business owners and provide financial tips and advice.
- **Financial News & Trends**: Information and explanations of economic events and news that's impacting finances on personal and global scales.

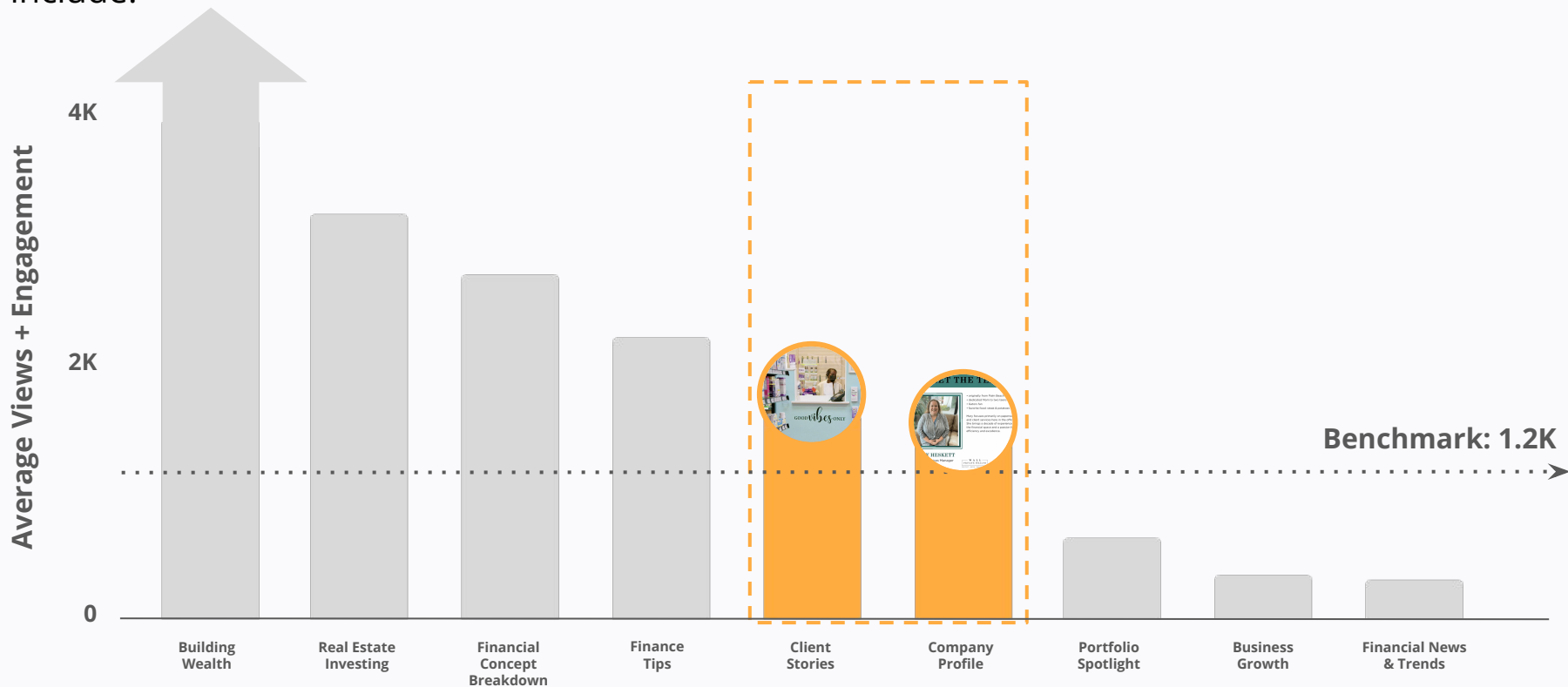
Building Wealth is an **extreme performing** content opportunities, averaging over 3X the views & engagement rate on Facebook.



**Excellent performing** content categories for the Financial High-Net-Worth audience on Facebook include:

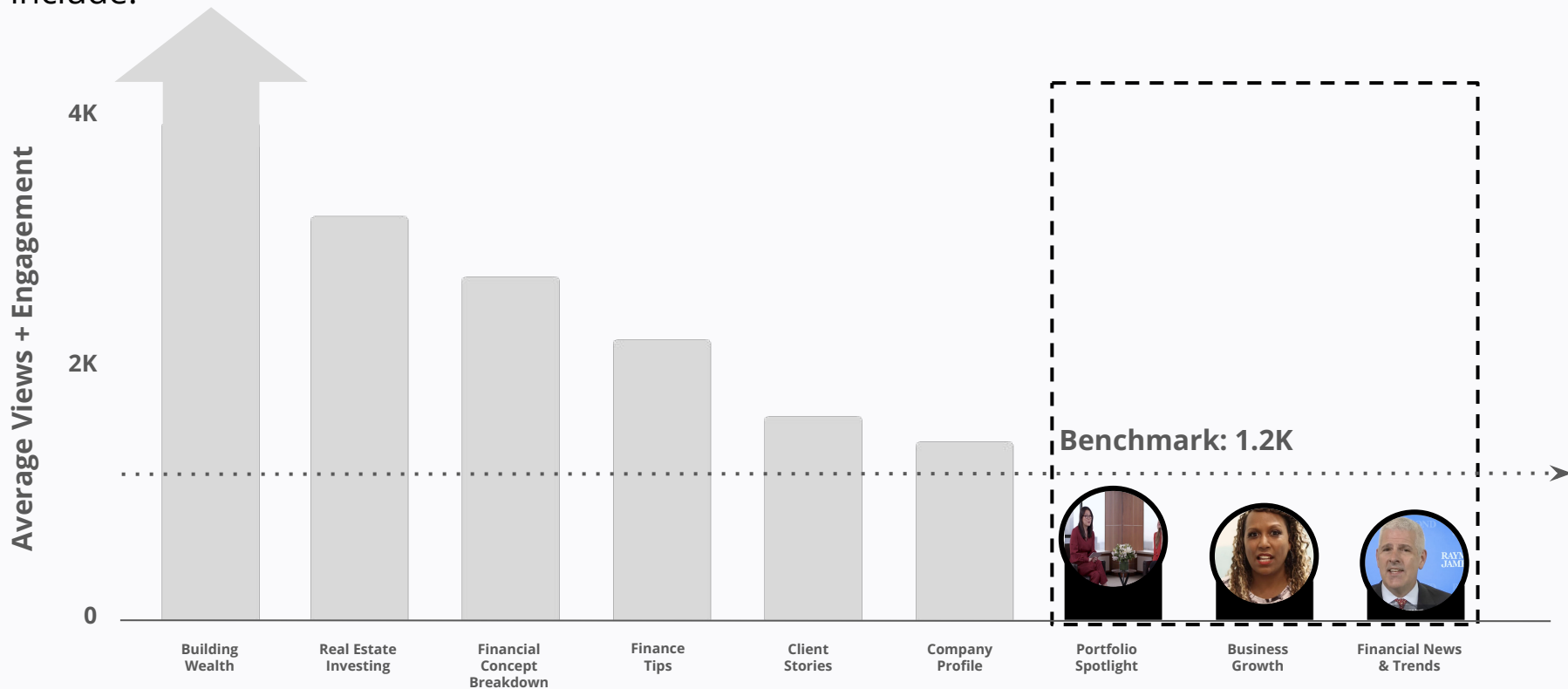


**Good performing** content categories for the Financial High-Net-Worth audience on Facebook include:

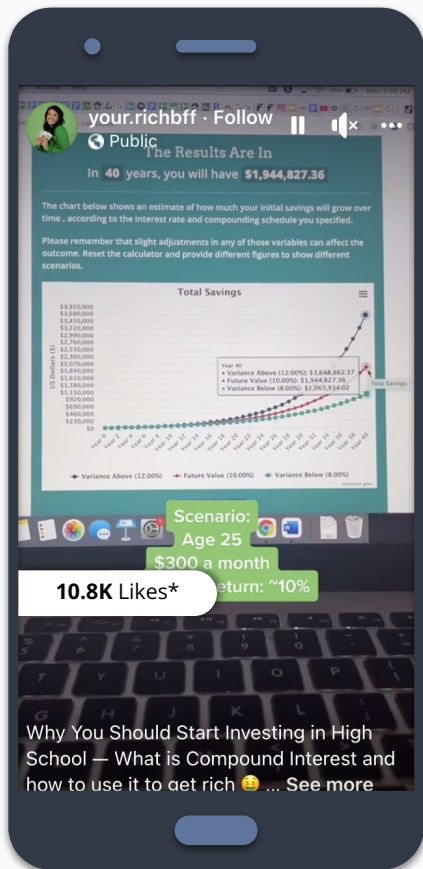


**Benchmark: 1.2K**

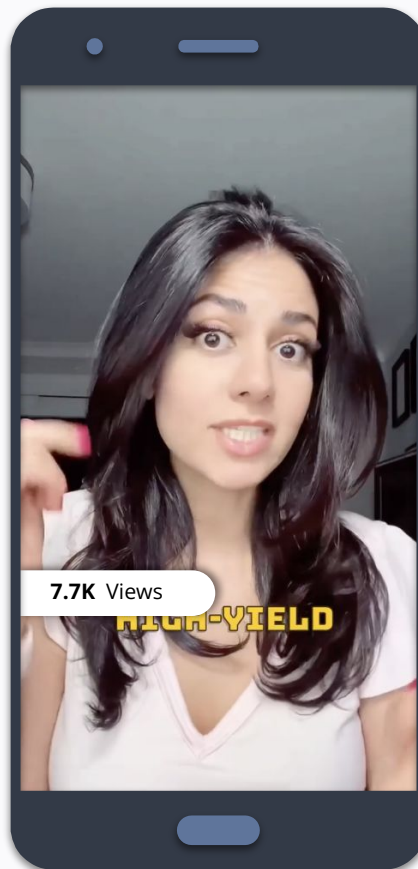
**Low performing** content categories for the Financial High-Net-Worth audience on Facebook include:







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Extreme Performing Segment:

## Building Wealth

In these videos, creators discuss practical ways to grow and protect your personal wealth.

### Tactics to Implement:

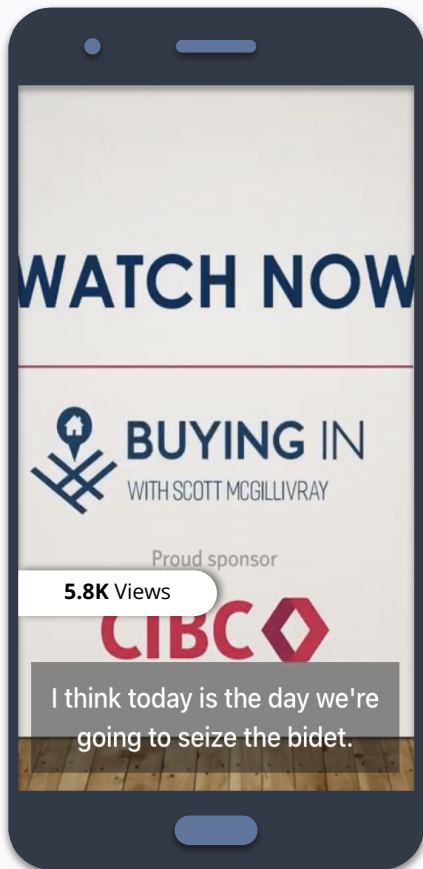
- **Specificity:** Videos hone in on one particular financial concept or service to keep videos focused and detailed.
- **High-Net-Worth Creators:** Creators of this content use their own high-net-worth to attract viewers with wealth-building goals and an interest in investing.
- **On-Screen Text:** The video on the left uses on-screen text to reinforce key points. The video on the right uses voice-to-text subtitles in bright and bold fonts.
- **Repurposed Content:** Top performing videos in this category were first posted on the creator's TikTok accounts.

### Top Format:

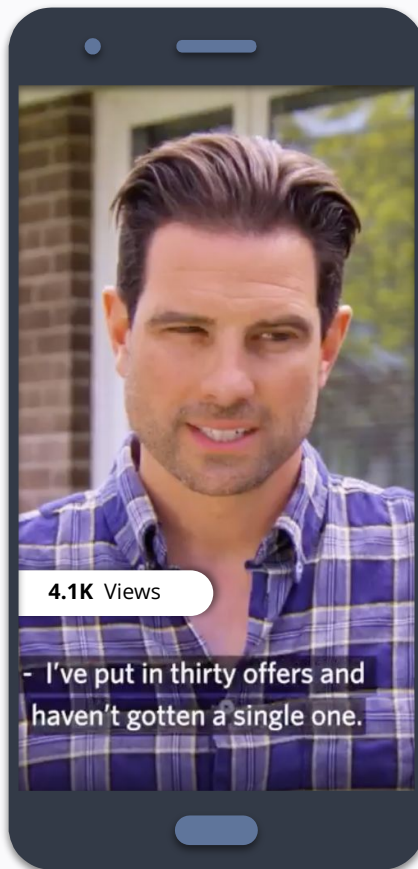
- **Duration:** 0:59 & 0:45

\*Facebook Reel Views Unavailable

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Content Opportunities:

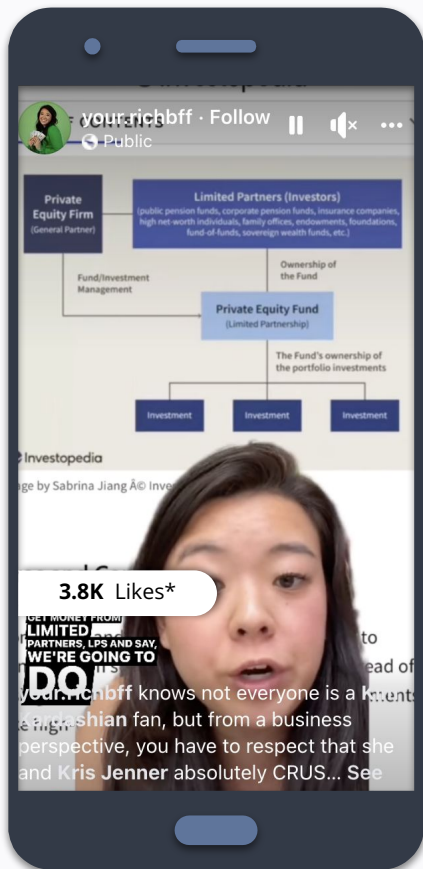
## #1. Real Estate Investing

Sharing real estate knowledge and advice regarding homes and investment properties. Top performers are clips from the CIBC-sponsored series, Buying In, with real estate investor and HGTV host [Scott McGillivray](#). In the series, McGillivray works with couples to build and buy their homes alongside CIBC advisors.

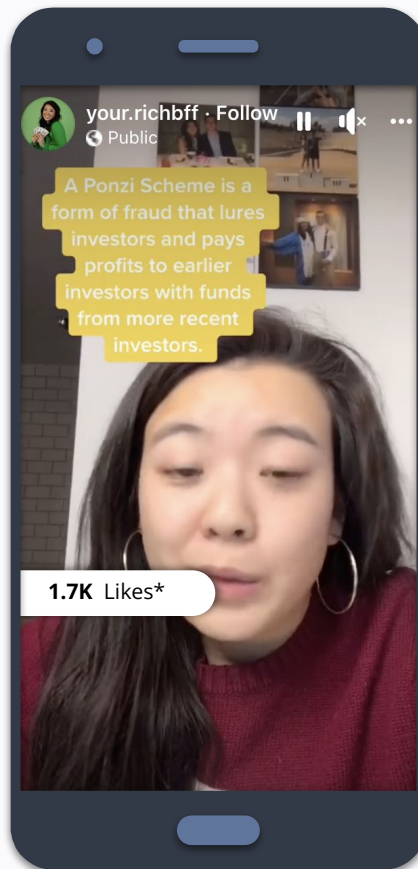
### Tactics to Implement:

- **Smart Partnerships:** CIBC drives brand awareness and loyalty through their partnership with well-known TV and real estate personality, [Scott McGillivray](#). The series creates a positive brand association between real estate investing and CIBC's lending services.
- **Caption Snapshot:** In 2-3 sentences, the captions provide the context for the episode and introduce the subjects. A link to the full episode is always provided.
- **Short & Sweet:** The average length of videos in this category is 15 seconds.





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Content Opportunities:

## #2. Financial Concept Breakdown

These videos dig into specific financial concepts. They use examples, images, and jargon-free explanations to simplify complex topics.

### Tactics to Implement:

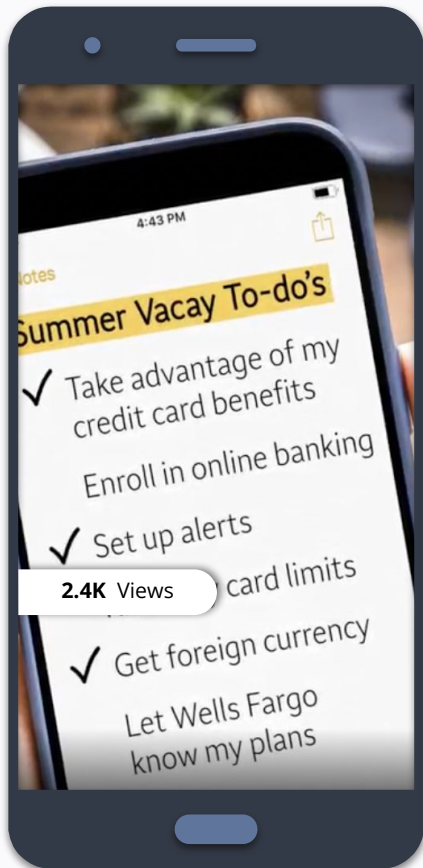
- **Know your audience:** Creator [your.richbff](#) targets high-earning young professionals by using language and examples from popular culture that are familiar and appealing to this audience.
- **Green Screen video:** Both examples overlay talking-head video footage on top of images, text and graphs that are used to illustrate the points being made in the narration.

### Content Opportunity

- **Early Adopters:** Become a resource for improving financial literacy by creating content that targets the next generation of high-net-worth investors. Drive interest in investment through content that addresses relevant topics in informative and digestible formats.

*\*Facebook Reel Views Unavailable*

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Content Opportunities:

### #3. Finance Tips

Thematic money and banking tips on various topics including security, tax strategies and travelling abroad.



#### Tactics to Implement:

- **Seasonality:** [Wells Fargo](#) positioned these financial travel tips as to-do items for summer vacation and posted multiple versions of these videos throughout July and August.
- **List Format:** [Our brains love lists](#). Both examples are text-based and use a list format to organize the information — making it easier to read and increasing the likelihood of viewers clicking the link in the caption, driving web traffic.

#### Top Format:

- **Video Duration:** 00:10 & 00:29