



Aviva Investors drives 137% increase in social publishing activity with Hearsay Social

Aviva Investors, a global asset business of Aviva plc, set out to create an organic social media programme designed to be the key lever to increase quality traffic and inbound leads to its corporate website.

Recognising the potential impact of personal social media content for this initiative, Hannah Bland, Digital Marketing Manager, partnered with Hearsay to arm field reps with a tool that allowed them to not only provide original content, but also modify corporate content—all while minimising the compliance burden.

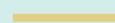
The result? Using Hearsay Social, Hannah's programme drove an 86% increase in social connections and a 137% increase in social publishing activity—ultimately contributing to a 110% increase in website traffic (including paid social programmes) in just one year.

Because engagement across leads and contacts was paramount, the team focused on content with customer impact, using social media to demonstrate expertise through weekly thought leadership pieces. "The Little Book of Data," which offers a curated collection of infographics, and quarterly publication "House View," are two pieces that give potential clients insight into how Aviva Investors makes investment decisions, using data visualisations and forecast intelligence. Hannah knows that customer impact is cumulative, and earned across multiple touch points: "Lead times for us in B2B can often be years, so it's really important that we maintain engagement with clients and prospects as they move through that customer channel."

hearsay social™

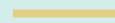
86%

Increase in social connections



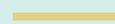
137%

Increase in social publishing activity



110%

Increase in website traffic



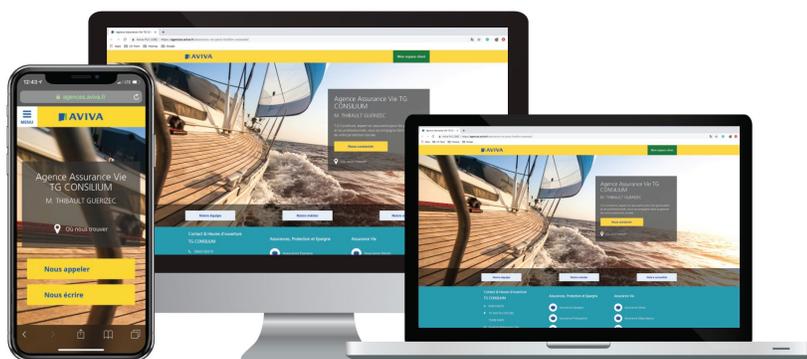
5.75

Engagement rate

Using Hearsay Social, Hannah's team leveraged this rich content to accomplish key social media objectives such as increased brand awareness, credibility, client engagement, lead generation, and third-party business. Aviva Investors aimed to deliver strong investment performance for its customers through ESG-led solutions, so this type of thought leadership also helped generate leads and grow third-party business.

Another way the group engaged with its audience was through LinkedIn polls. Using a weekly "Ask the Fund Manager" poll, the team asked audiences what they wanted to hear from them, and created videos sharing poll results and providing timely, relevant answers. Over one year in, the 3-5 minute video series helps Aviva Investors make a personal connection with clients, building familiarity and trust with fund managers, while also driving engagement.

By tracking ROI, Hannah was able to adjust Aviva Investors' broader content and marketing strategy throughout the year to drive momentum and inspire action from the field. And, by attributing website traffic to individual salespeople, she fostered a friendly, competitive environment that not only drove increased activity on social media, but also greater social selling expertise amongst the team.



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VISIT hearsaysystems.com

EMAIL contact@hearsaysystems.com

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