

Building Momentum: Strengthening a Fintech Brand's Footprint in LATAM

Role:

Area Vice-President Latin American & Caribbean at a leading fintech company

Industry:

Fintech

Region:

LATAM

Period:

December 2020-December 2021



The Challenge and Opportunity:

This executive was assigned the job of leading his company's expansion into Latin America & the Caribbean (LATAM). To succeed, it was very important for him to establish a strong presence in the fast-growing fintech industry through digital channels. This included effectively showing the unique abilities and services of the company, as well as his own skills. Also, making connections with possible clients and partners was very important, as well as improving the company's brand recognition and visibility.

Our Strategy:

In order to maximize the executive's impact in LATAM, it was essential to craft a comprehensive digital strategy. First, we sought to strategically target and engage with relevant audiences on LinkedIn, leveraging organic content focused on industry trends and positioning campaigns. Additionally, we assisted him in crafting thought-leadership articles for renowned publications, showcasing new partnerships, awards and recognitions, and significant milestones in his corporate journey. Over the course of our partnership, we also revamped his profile architecture with ongoing updates, and we forged meaningful connections with key individuals in the industry.

The Results:

The executive's social selling score grew by a remarkable 11 points, bringing him into the top 2% in the Information and Technology industry. The executive and the company had great success in Latin America, driven primarily by a series of new partnerships. His profile became a key part of the company's brand recognition and visibility efforts in the region, and today he is recognized as one of the leading figures in their field.

TOP 6% among LinkedIn connections

TOP 2% in the IT industry

Key Growth Metric

Growth

Followers

30%

Profile Views

248%

Social Selling Index

11 points