

Empowering Entrepreneurs

Finance Brand Builds Trust Through Content and Community

OVERVIEW

A leading Canadian financial services provider partnered with Postmedia to position themselves as a champion for entrepreneurship and small business success. The goal was to showcase thought leadership and demonstrate their commitment to helping entrepreneurs achieve their dreams.

APPROACH

Postmedia developed and executed a national 7-city mentorship event series, supported by an integrated, multi-platform marketing campaign. This included ownership of the Small Business content hub on FinancialPost.com, 7 sponsored articles, 10 custom videos, native advertising, social amplification (Facebook and Twitter), and co-branded print and digital drivers across the Postmedia network. The program drove strong engagement, with time spent on branded articles nearly double the industry average at 5:47 minutes*. Social media performance exceeded benchmarks by 3x*, while video content received 78K+ total views.

CONCLUSION

The campaign not only positioned the brand as a true ally for small business owners but also delivered meaningful engagement and awareness. As a result, the client expanded the program the following year to include an additional city and more content assets — a clear testament to the campaign's success.

2.57M

DIGITAL IMPRESSIONS

67K+

PAGE VIEWS ON
SPONSORED ARTICLES

700+

GUESTS ACROSS EVENTS

*Benchmarks are industry averages

