

Positioning NatWest as a trusted advisor on working capital

Mike Hewitt and Diana Henderson

Adaugeo Media

Who are Adaugeo Media?

- Specialist B2B marketing consultancy
- Founded by ex gtnews.com, bobsguide.com, Economist Group and Eurofinance directors
- Expert in creating ‘content ecosystems’™ for communication with hard-to-reach groups

Some current projects

- SCF Community
 - Conferences in Amsterdam, Singapore, Los Angeles and, in 2020, Stellenbosch, S.A.
- Working Capital Forum
 - Round-table lunches in London, New York, Stockholm, Brussels, Zurich
- Transaction Banking Academy
 - Treasury university for BBVA

Some current projects

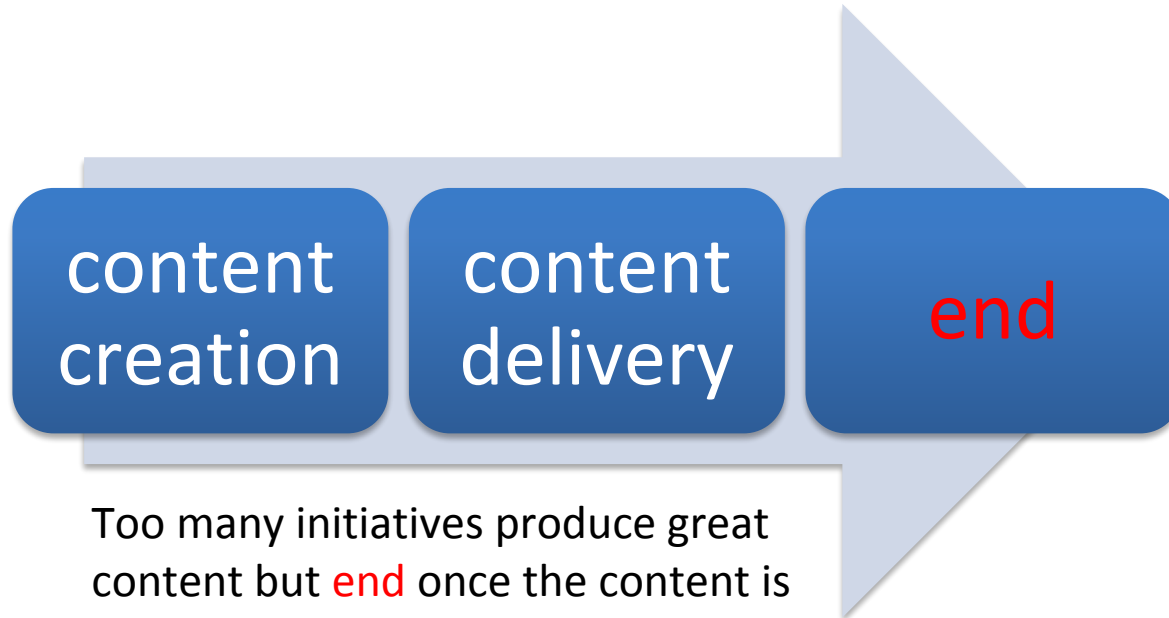


- Gamechangers Guide for Taulia
- Working Capital Index for Lloyds Bank
- Case studies for Bank of America Merrill Lynch
- Buyer Personae for Basware

A brief guide to

CONTENT ECOSYSTEMS

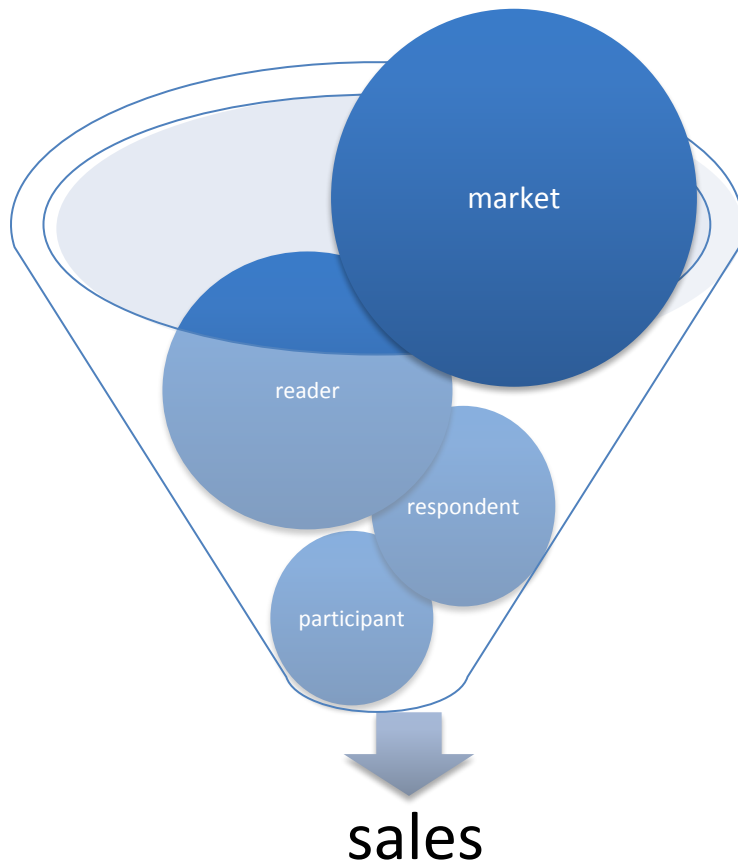
a familiar story?



Too many initiatives produce great content but **end** once the content is delivered to a wide audience

Why? Often too few internal resources, or a lack of specific expertise in network development

a better way



01

Communications

- Brand advertising
- Social Media
- Speaking opportunities

02

Content

- Articles
- Videos
- Infographics

03

Collateral

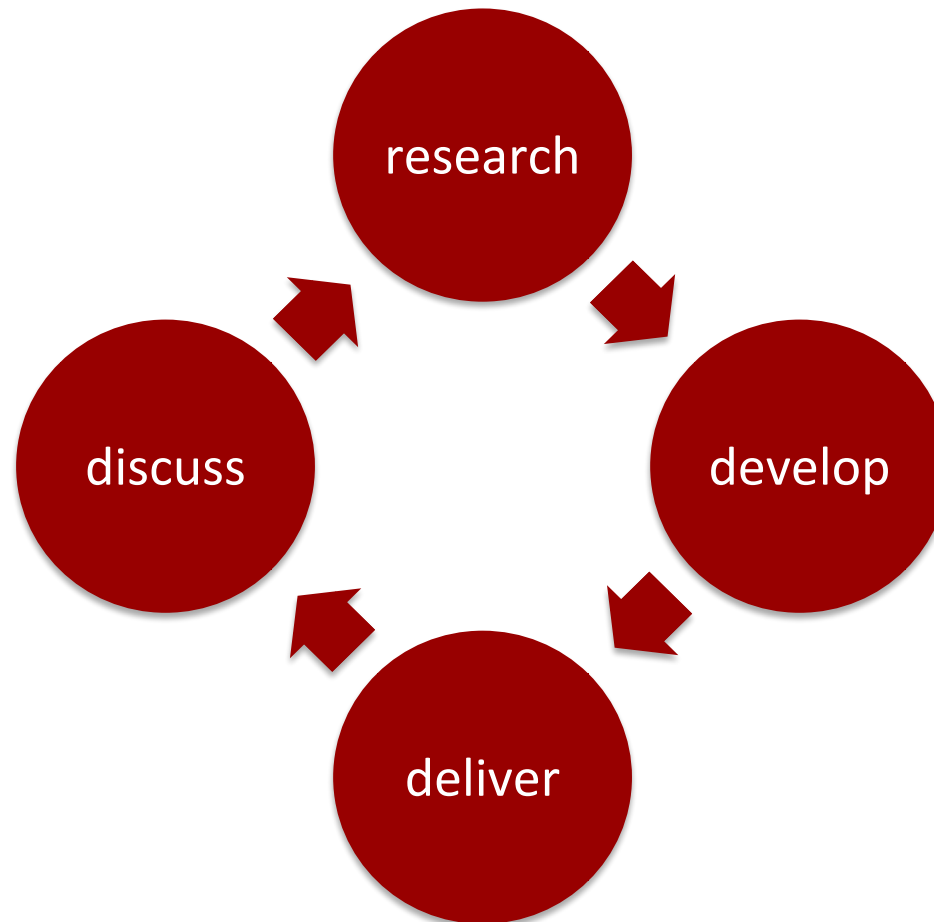
- White Papers
- Webinars
- Case studies

04

Community

- Networking events
- e-Newsletters
- Conferences

a virtuous cycle



stage one



workshop

Work internally with business stakeholders to identify :

- What are the key target customer groups
- Where the bank has an 'expertise advantage'
- Who will be the thought leaders for the bank on these issues

stage two



Research the chosen market(s) to:

- Build Buyer personae to include:
 - what are their information needs
 - how they would prefer to access that information
 - what existing brands they trust for information

stage three



develop

Based on research results develop content which could be:

- white papers, case studies and articles
- videos
- Speaking opportunities
- surveys and reports
- Social media campaigns
- E-newsletters

stage four



deliver

Use existing media or new channels to place collateral:

- Paid, earned and owned media
- existing websites and magazines
- custom newsletters and websites
- live events

stage five



create
community

Invite respondents to join a community and receive

- regular updates
- invitations to further events
- opportunity for peer networking (social media)
- chance to influence bank policy

stage six



constant monitoring of program against agreed benchmarks eg:

- target customer engagement
- mandates
- share of wallet
- Internal stakeholder support

How could this work for NatWest?

- Brings all communication, internal and external, in the working capital space together under one umbrella
- Delivers very measurable ROI as customer relationships develop and deepen
- A single working capital information brand for NatWest customers...

NatWest

WORKING CAPITAL ACADEMY

Why Working Capital Academy?

- Treasury, finance and procurement at every level need to stay abreast of current best practice,
- They will respond well to a focussed, easy to access resource from a name they respect
- The key? Peer-driven content, which means *Case Studies*, as well as interviews and articles

Why NatWest?

- Through *Working Capital Academy*, NatWest will be positioned as the bank that can provide the support and expertise customers need.
- Working Capital Academy will be the means by which NatWest builds deeper and more profitable relationships with its clients.

Internal as well as external

- The same content can be deployed internally to help sales teams develop their understanding of the customer
- Workshops and Masterclasses can be developed for sales teams too.
- A 360° solution and a first for the banking sector

Summary

- NatWest can develop closer and deeper relationships with treasury customers
- Working Capital Academy also delivers enhanced understanding of the customer for sales teams
- Existing collateral and projects can be 'slotted in'

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