

#ImprovingLivesAlways, one webinar at a time!

IMPROVING LIVES. ALWAYS



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AT A GLANCE

Picture this: Six action-packed webinars, jam-packed with tips and tricks on budgeting like a boss, mastering the art of savings, diving into the world of smart investments, and getting a grip on credit like never before! But that's not all! We had some real financial gurus on board—Cedrick Pila and Palesa Tlholoe, two financial literacy experts teaching us all things financial literacy.

HIGHLIGHTS AND RESULTS

- > 450+ Virtual Webinar Sign Ups
- > 5.1M Influencer Reach
- > 94% Positive Sentiment
- > Trended 1 and 2 on Twitter
- > 10+ Influencer Gigs created to amplify the campaign
- > 50+ WhatsApp Army Promoters employed to amplify campaign/ workshops
- > Over 1100+ overall workshop attendance
- > 800+ Facebook Live Stream Views
- > 12 300 WhatsApp Stories Views/Reach
- > EMV R9.9M

OBJECTIVE

The Bankserv Africa Financial Literacy Campaign had one exciting mission: to empower today's youth with the financial knowledge they need to rock their financial world! We're talking about 18 to 25-year-olds here, and we knew that financial knowledge varies from "uh, what's a budget?" to "I can calculate compound interest in my sleep!" Our big goal was to make financial wisdom relevant, relatable, and real for all of you.

SOLUTIONS

Our plan was simple: We hosted 4 online workshops that were as engaging and relatable as the latest TikTok trends. We kicked things off by hosting six exciting online workshops that were not only informative but also super engaging. These workshops were designed to relate to the lives of students, making financial literacy feel less like a chore and more like a cool life skill. We also wanted to make sure everyone knew about Bankserv Africa and their fantastic offering called Payshap. So, we spread the word like wildfire through a team of over 50 WhatsApp army promoters and collaborated with over 10 social media influencers. Student Village Social Media was our secret weapon to create massive awareness about the campaign and each of our awesome webinars.

Our message to the youth was clear: "Be part of these game-changing financial literacy workshops and equip yourself with valuable financial tools you can use every day. To make sure everyone got in on the action, we made it super easy to sign up online for our workshops. And because we wanted to be extra helpful, we sent out friendly email and SMS reminders to all the students who signed up, so they wouldn't miss out on our epic webinars.

The webinars were a hit! Young people were buzzing with excitement, asking tons of questions, and soaking up the financial wisdom like sponges. It was crystal clear that they were hungry for this kind of opportunity to level up their financial know-how.

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