## Charles Schwab: The Power of a Good Question

Schwab sparked positive conversation as well as significant site traffic

"The Reddit campaign exceeded our expectations across the board, and we were very impressed with the team who helped us achieve our objective."

 Peter Vaughan, Director of Brand Innovation and Social at Charles Schwab ▲ PROMOTED · u/Schwab\_Official from www.ownyourtomorrow.com

Hey Reddit, your friends at Charles Schwab here. What's something you're doing today to set yourself up for success tomorrow?



www.ownyourtomorrow.com 🗹

BigSinLV 15 points 6

Working out 5-6 times per week, steadily increasing my investment portfolio, as well as setting aside money in a savings account, as well as an emergency fund.

Additionally, I'm preparing to buy a rental property to have recurring income every month. I don't think i'm doing too bad for a 22 year old.

edit: thanks for the gold!:)

Reply Share Report Save Give gold

Schwab\_Official > 5 points

I love my Charles Schwab checking account. I can withdraw

money all over the world without paying any transaction or exchange fees. The fees are charged but Schwab covers them.

TooPrettyForJail 2 points

You're a nice guy, Chuck.

You're very welcome! Sounds like you're ahead of the game when it comes to setting yourself up for success, and if that doesn't deserve Reddit gold, we don't know what does.

anytownusa11 11 points 👸

Baby coming for our family at the end of April. We started a 529 plan through Schwab with automatic contributions. 18 years from now paying for college should be no problem. Thank you!

charles schwab

## **Success with Reddit**

Charles Schwab and Reddit created a successful engagement campaign asking Redditors within the personal finance community a simple question. The community quickly shared their best practices along with their praise for the Charles Schwab brand. Although not a primary goal, the Charles Schwab team found that people who engaged with the ad took additional action on their site. This showed that communities built on passion points, rather than personal connections, are ready and willing to engage with brands that align to their interests.

"We knew Reddit was a place where honest conversations occur, so we thought it was the perfect place for our brand to champion people who were willing to ask themselves tough questions and put a plan together to achieve their goals."

—Peter Vaughan, Director of Brand Innovation
& Social at Charles Schwab

