

How to maximize your ROI

Best practices to extract maximum value and exposure from your Offshore Library directory listing.
What is RSS, Viral marketing, Web 2.0 and Social media?



Offshore Library - How to maximise your ROI

Best practices to extract maximum value and exposure from your Offshore Library directory listing.





Offshore Library offers numerous methods to maximise your '**Return on Investment**'. The aim of this guide is to summarise all of the main marketing and PR opportunities options available to you in one handy reference.

Offshore Library is a totally independent offshore finance and business interactive community, designed to be a melting pot of connections, leads and new business opportunities, in addition to becoming an extension of your overall push marketing strategy.

Offshore Library is much more than just a plain static web directory. We aim to become the conduit for creating many new '**P2P relationships**' (P2P = connecting People with People) in the form of delivering both traditional and unique B2B & B2C marketing, networking and PR opportunities for all of our valued customers, and all within one central web and social media application...

Once you are aware of all the P2P marketing, networking and PR opportunities available to you, we suggest you take a proactive approach to increasing your exposure to the Offshore Library site members and visitors, who are after all '**Your Target Audience**'...

In this guide to maximising your ROI, we'll summarise on how to benefit from the following options and features available to you:

-  **Your main Offshore Library Directory listing.**
-  **Press Releases & Announcements.**
-  **Submitting Articles & White Papers to the 'Knowledge Base'.**
-  **Search, source and contact potential introducers, distributors and business partners.**

Your main Offshore Library Directory listing

The first area we should address is your business profile and your product and service listings. Within Offshore Library, one of the first points of interaction is your company profile or your products and service listing pages. With this in mind you should ensure that the corporate, contact, product and service information displayed for the visiting site user is correct and up to date.. If the information displayed is not current, this could possible leave the site user with a negative first impression. Therefore we suggest that someone within your organisation is tasked with the responsibility of ensuring that all of your information is regularly reviewed and updated.

Press Releases & Announcements

The most important thing to think about as you write a news release is that you need to write for your target audience. i.e. potential customers.

When implementing a news release strategy to reach potential customers, you are providing your target audience with information that they need in order to find your organisation online and then learn more about your products and services.

Part of thinking like a news publisher is that "*everything is content driven*"...

At first, you may find yourself wondering what to write about? The rule of thumb is: Big news is great, but don't wait. Write about pretty much anything that your organisation is doing.

Here are some common examples of press worthy material:

- 🔗 Have a new take on an old problem? Write and submit a release.
- 🔗 CEO speaking at a conference? Write and submit a release.
- 🔗 Win an award? Write and submit release.
- 🔗 Add a new product or service? Write and submit release.
- 🔗 Have a special offer or promotion? Write a release.
- 🔗 Win a new customer or contract? Write and submit release.
- 🔗 Hired a key new staff member? Write and submit release.
- 🔗 Opened a new office? Write and submit a release.
- 🔗 Published a Whitepaper? Write and submit release.
- 🔗 Get out of bed this morning? Okay, maybe not... but now you're thinking.

Write releases that are replete with keyword-rich copy, in doing so this will assist to optimize and index your release for search engine friendliness. Offshore Library allows site users to tag and share your releases by providing the most popular social media tags located at the bottom of each

release. This means that your press release could end becoming available to far more users and other websites than you had originally intended, which surely can't be a bad thing can it? That's the power of viral marketing. And let's not forget the good old 'Forward to a Friend' link. Your release can be forwarded to friends and colleagues of the reader with just a few mouse clicks, distributing your release to an even wider audience of potential new clients and business opportunities.

Within Q1 of 2009 Offshore Library will offer an RSS feed for all press releases issued via the site. This will allow visitors to Offshore Library and other finance and business news service providers to subscribe to the Offshore Library RSS news feed. The result will mean that your press release has the possibility of being published by numerous other sites and news providers, all by just simply submitting your news to the Offshore Library FREE press release service.

(Further information on RSS, social media & viral marketing is covered in later chapters of this guide)

Submitting Articles & White Papers to the 'Knowledge Base'

To further promote your business and to demonstrate (share) your depth of industry knowledge and experience (credibility) you have the opportunity to submit FREE of charge, offshore finance and business related Articles and/or White Papers.

Every Article or White Paper that you submit within the Offshore Library's '**Knowledge Base**' can contain any or all of the following:

- 🔗 Your Company logo & name
- 🔗 Address and contact telephone
- 🔗 Website address
- 🔗 Written by (name of author)

Submitting Articles and White Papers is your opportunity to reach out to your target audience and showcase your industry knowledge and expertise. By providing the above contact information, the reader will automatically know who wrote and what company submitted the article.

Each Article and White Paper submitted will be indexed within the site and therefore becomes fully searchable by registered members and site visitors. Articles and White Papers (downloadable PDF versions) are a great method for your company to benefit from the '*Viral Marketing*' phenomena.

With your Offshore Library control panel, you have the option to submit articles spanning most offshore related fields and industry sectors, covering topics such as:

- 🔗 Offshore banking
- 🔗 Offshore investing
- 🔗 Offshore companies & business
- 🔗 Offshore hedge funds
- 🔗 Offshore mutual funds
- 🔗 Offshore investment services
- 🔗 Offshore trusts
- 🔗 Offshore tax planning
- 🔗 Offshore legal matters
- 🔗 Offshore advisory services
- 🔗 Offshore insurance (life, non-life & captive)
- 🔗 Offshore rules and regulations
- 🔗 Offshore jurisdictions

The above list is just an overview of the main areas; however your submitted article could drill down to a deeper level within any of the major themes. The choice is almost unlimited...

How to write an article – point to consider...

In order for any article (or white paper) to be credible, it needs to be written in a style that informs and captures the reader's attention. The best articles are not product or service brochures. A good article is written about a particular subject in an independent fashion and typically defines a problem and offers a solution, but it does not pitch a particular product or company. So write to gain credibility in the eyes of the reader without directly pitching your products and services. If a reader learns something new from your article, you (as the contributor & article sponsor) will be regarded by the reader as an authority figure on that particular subject, and the reader's opinion of your company will probably have ticked up by a few bips... and in a world of increasing competition, any edge you can gain over your competitors will surely benefit the sustainability and profitability of your business?

Search, source and contact potential introducers, distributors and business partners

Q1 – Do you need to increase your sales distribution network or the number of introducers for your products and services?

Q2 –Would you like to increase the number and range of products and services that you have to offer your own clients?

A simple truth...

“Product managers need distribution, and distributors need product managers”.

In order to benefit from either of the above business strategies you need to be found.

Within Offshore Library we have created a means to allow managers of products and services to search for introducers and distribution partners.

Likewise we have created a means for introducers and distributors to search for product and service providers.

For product and service managers:

Within your Offshore Library corporate profile page, you can state whether or not you are prepared to collaborate with distributors and/or remunerate introducers and other offshore business partners.

For introducers and distributors:

If you need to increase the range of products and services you sell or advise to your clients, you can state that you wish for product and service providers to contact you to discuss terms of business.

All site members (listed businesses) have the option to search for strategic business partners that have expressed an interest in developing mutually beneficial sales, introduction and distribution partners.

With this unique B2B search function; Offshore Library aims to assist its valued members to source new contacts in order to promote new business possibilities and to forge new relationships.

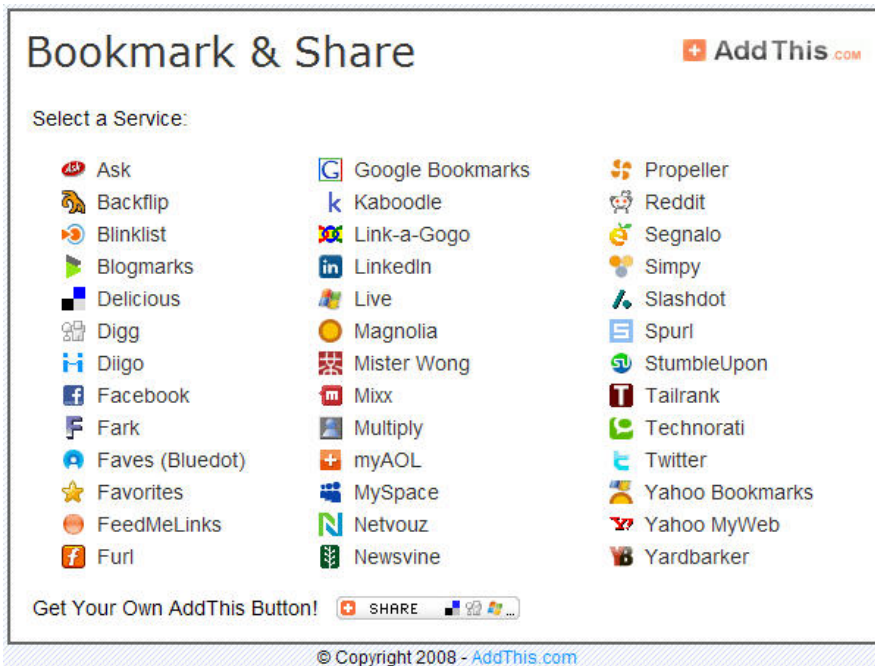
Subjects to be covered in the next edition of 'How to maximise your ROI'.

Available from around early Q2 2009

The power of 'Viral Marketing' – What is it, and how can your business benefit from it?

Coming Soon!

Social Media Tags – What are those little icons at the bottom of web pages used for?



Coming Soon!

RSS. What is it? How can RSS be used to market and promote your business?

Coming Soon!

Offshore Library Newsletter sponsorship

Coming Soon!

Page and category sponsorship opportunities

Coming Soon!