



Offshore Advisor - Directory

Sales & Marketing features, benefits & opportunities



Serving & supporting the offshore community since 2003





Would your business benefit from any of the following?

- ② Increased global and regional exposure to family offices, HNW and institutional investors
- ② Receiving leads direct from fund managers, product providers and/or inquires from investors
- ② Developing greater brand/name awareness
- ② Consistent exposure to active investors in search of investment advice & opportunities
- ② Increasing your 'Terms of Business' with fund managers, banks and product providers therefore being able to offer your clients a wider choice of investments and related services
- ② Keeping in regular contact with 1000's of active investors & site members
- ② Being immediately notified of all new fund launches and product updates
- ② Global active marketing exposure 24 hours a day, 365 days a year

If you can answer YES to any of the above, then please read on!



Purpose



What is Offshore Library all about?

Offshore Library is all about presenting and promoting your company, products and advisory services to individuals and businesses with similar interests and/or investment objectives.

Offshore Library is a web-based marketing and relationship development portal aimed at assisting you to build your business, brand awareness, discovering synergies and developing your product and service offerings.

Offshore Library allows you to target a dedicated audience of sophisticated offshore investors, client introducers, distributors and specialist financial & business services providers.

Offshore Library is like adding a dedicated & professional marketing team and storefront to your business.

Marketing is Everything, and *Everything* is Marketing!



Contents

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Supporting your Business

Supporting business development is our No1 objective.

We aim to achieve this common goal by utilising the unique marketing, networking and information sharing features within Offshore Library.

Offshore Library offers your business access to a dedicated multi-feature marketing platform, enabling you to promote, search, target and communicate with those that are key to your business expansion and development objectives.

Every fund, product, bank or service page within Offshore Library also contains a well positioned link/button which says “**Need Advice – Click here**”. This allows site members to search for an advisor in their area.

In addition, your business will also indirectly benefit from Offshore Library’s direct marketing initiatives. Offshore Library will globally target financial and business managers, HNW and institutional investors to register as FREE members, thus increasing the exposure possibilities for your company, products and services.





The key to developing Sales & New Business

Developing relationships with fund managers, banks and a global network of financial service providers has proven itself to be an effective method of driving sales and new business introductions through being able to offer your clients a wider choice of products and services to satisfy their needs.

Most fund managers, banks, product and financial service providers do not offer advice to investors, instead they usually refer leads to registered advisors and qualified introducers.

To benefit from this strategy you need to be listed and found.

Within Offshore Library, fund managers, banks, product and financial service providers have the option to search and locate all advisors who are prepared to discuss 'Terms of Business' for promoting or advising their products and services to your clients.

Within your Offshore Library corporate profile page, you have an option to state whether or not you are prepared to discuss terms with fund managers, banks, product and financial service providers for sales and introductions. In doing so, you will be easy to locate and increase your chances of being regularly contacted by fund managers, banks, product and financial service providers.



Consistent Contact

Keeping your target audience informed

Located below the main body of your Offshore Library corporate profile page, we have provided a facility that allows advisors to post news, service updates, product launches and any other key announcements. All recent posts will be displayed in a prominent position on the Offshore Library homepage for maximum exposure.

The posts are archived in chronological order allowing you to build up a searchable PR archive list. Site visitors also have the option of contacting you directly from within your profile page.

In addition you have the opportunity to include all your posts in the Offshore Library **Newsletter** that goes out on a regular basis to almost every single site member. You decide on which category of the Newsletter best fits your post and click submit, it's that easy.

Have something newsworthy to announce? Then **post it** in Offshore Library










Submit Articles & White Papers

Develop and build your PR & Credibility

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

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

-  Your Company logo & name
-  Physical address
-  Contact telephone number
-  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.

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.



Related Traffic Visibility

Benefit from increased exposure by cross related site visitors

Offshore Library is not visited and searched just by those solely interested in or searching for Offshore Advisors!

Offshore Library is a total offshore financial network and offshore business information portal. Offshore Library is regularly viewed by visitors searching for other related industry terms, products and services.

Is it possible that visitors or site members initially searching the following terms or viewing the following Offshore Library directories are also within **your** target audience?

-  Offshore Mutual & Hedge Funds
-  Offshore Banks
-  Offshore Life & Non-Life Insurance Companies
-  Offshore Business & Financial Service Providers
-  Offshore Jurisdiction & Company Incorporation Guides

Once within Offshore Library it is highly probable that visitors and members will view or search for other offshore financial and business related site content!



Tracking your Statistics

View the popularity of your Offshore Library listings

Within your profile page, you have the opportunity to view the site statistics that apply to your account.

You will be able to see how many times your pages have been viewed and how many times site members have downloaded documents (presentations) and how many requested further information in relation to your company, products and services.





Getting Started

Listing your Company & Advisory Services

The first thing you need to do is to register as an individual site member by visiting:
www.offshore-library.com/members/user_register_account.php

After you have registered, decide on which membership option best suits your business, and complete the business registration form.

www.offshore-library.com/members/user_register.php?action=s1

You will receive a confirmation email, invoice and payment instructions.

Once your payment has been confirmed, your account will be activated and you'll then be able to login to your account profile page and begin adding your corporate profile and services data within the relevant categories.

Once complete, you can also start to post news, product launches and service updates.



Like to check under the hood?

For your convenience we have produced a series of screenshots and an audio visual demonstration to showcase the quality features and functions contained within Offshore Library.

The screenshots and demonstrations will guide you through all of the basic functions, starting with 'how to list your company and add product or services data' right through to performing advanced searches and viewing your listing statistics.

To view the [demos](#) and [screenshots](#) [click here](#)



Site Policies and Regulatory Disclaimers

It is important to firstly understand that Offshore Library is not a direct sales platform. Offshore Library is an information sharing, relationship development and lead generation platform only.

All of the database contents relating to products and services are not viewable by the general public.

To gain access to the restricted data, each site member has to register and confirm acceptance to the site policies and regulatory disclaimers.

To view the contents of the site policies and regulatory disclaimers visit:
www.offshore-library.com/terms.php

The terminology within the site policies and regulatory disclaimers is based upon and consistent with most jurisdictional & regulatory requirements.



Summary

Offshore Library, a Networking, Communication, Sales & Marketing:

