



Offshore Banks - Directory

Sales & Marketing features, benefits & opportunities



Serving & supporting the offshore community since 2003





Would your Bank benefit from any of the following?

- ② Increased global and regional exposure to fund managers, family offices, business entrepreneurs, HNW and institutional investors
- ② Promoting your banking products and services to a dedicated offshore investor network
- ② Developing greater brand & name awareness
- ② Consistent exposure to site members actively searching for investment and banking opportunities
- ② Developing key relationships with offshore advisors, introducers and distributors
- ② Keeping in regular monthly contact with 1000's of active investors and site members
- 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 Bank and Banking Services to individuals and businesses with similar interests, banking and 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 building your introduction and distribution networks.

Offshore Library allows you to target a dedicated audience of sophisticated offshore investors, introducers, distributors and specialist financial 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 No:1 objective.

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

B2C - Offshore Library offers all registered site members (end users) the option to use an **advanced search** facility to locate Offshore Banks by jurisdiction and banking services offered, in addition to:

Rates of interest, Term deposits and Currency options which suit their savings objectives.
*We believe this **advanced search** facility to be an Offshore Banking industry first!*

B2B - 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.

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



The key to developing Sales & New Accounts

Developing relationships with distributors, introducers and a global network of offshore investment advisors has proven to be one of the most cost effective methods of driving new business introductions and product distribution.

Within Offshore Library, product providers, registered introducers and offshore investment advisors have the option to search and locate all Banks who are prepared to offer/accept 'Terms of Business' for client introductions and product distribution.

To benefit from this strategy you need to be found.

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 offshore investment advisors.





Consistent Contact

Keeping your target audience informed

Located below the main body of your Offshore Library corporate profile page, we have provided a facility to allow Offshore Banks to post news, product & service updates or any other form of key announcement. 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 Banking Services 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 Bank 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 Bank to benefit from the '**Viral Marketing**' phenomena.



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 Banks!

Offshore Library is a total offshore financial network and 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 searching for the following terms or viewing the following Offshore Library directories are within **your** target audience?

-  Offshore Mutual & Hedge Funds
-  Offshore Advisors
-  Offshore Life & Non-Life Insurers
-  Offshore Business & Financial Service Providers
-  Offshore Jurisdiction & Company Incorporation Guides

Once within Offshore Library it is highly probable that the visitor will view or search for other offshore investment 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 requested further information in relation to your Bank and Banking Services.





Getting Started

Listing your Bank & Banking Services data

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 Banking Services data within the relevant categories.



Like to check under the hood?

For your convenience we have produced an audio visual presentation to showcase the quality features and functions contained within Offshore Library.

The presentation will guide you through all of the basic functions, starting with 'how to list your company and add performance 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:

