



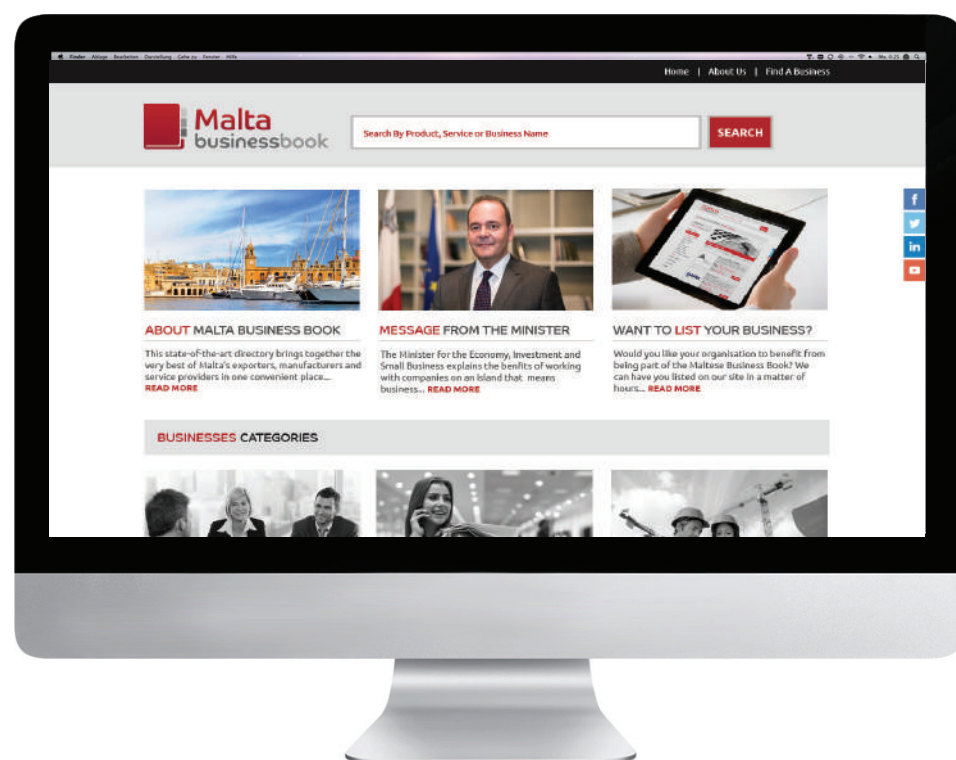
Malta businessbook

Promoting Maltese enterprise in Europe and beyond

SUPPORTED BY THE MINISTRY FOR THE ECONOMY, INVESTMENT AND SMALL BUSINESS
& IN COLLABORATION WITH BUSINESS FIRST.

What is the Malta Business Book?

Simply put, MBB is a lead generator. Our website exists purely to create new opportunities for our clients, both through business-to-business contacts and direct consumer sales. Unlike other websites that may exist, we are taking the fight overseas. Maltese companies have a lot to offer their local customers, but they also have plenty to offer internationally and MBB is busily promoting that very fact to a wider audience. Uniquely our website has the support of crucial agencies in this objective: the Ministry for the Economy, Investment and Small Business and Business First. These entities are helping MBB spread the message that Malta means business. The directory itself is split into logical categories and a series of sub-categories allowing users to browse the business profiles quickly and simply. Additionally the website enjoys state-of-the-art search capabilities. Although some of our traffic comes from Malta, a large proportion comes from Europe and even further afield. This means all those companies who have profiles on MBB are actively promoting themselves to a truly global market. Launched in 2015, MBB has quickly established itself as one of the best ways for Maltese independent businesses to grow and tap new international markets.



How is MBB promoted?

In a variety of different ways. Firstly, and probably most crucially, through cleverly targeted search engine optimisation. It is an indisputable fact that the internet is a vital part of modern business marketing and, in that regard, search engines are key. Every effort has been made to ensure MBB ranks highly for thousands of keywords and phrases, ensuring the site enjoys substantial levels of high quality traffic all year round. Additionally, our directory benefits from real world and online marketing. Finally, and uniquely, MBB enjoys the support of the Ministry for Economy, Investment and Small Business as well as Business First. These organisations are helping us promote MBB overseas amongst people who are planning to invest in Malta, potential Business-to-Business customers and individuals who are in the process of moving to Malta, amongst others. All told, this extensive and comprehensive marketing plan ensures MBB achieves its primary aim of helping to break down the barriers of business expansion.

What categories will my business be under?

That is entirely up to you. Annual subscribers to MBB can choose up to 10 different categories under which their business details will appear. Obviously, the more categories you choose, the more chance you have of being found. However, for the credibility of the site and the benefit of the end users, we will carefully vet all enterprises to ensure they are able to offer the product or services relevant to their chosen categories.

Can all businesses list on MBB?

Within reason, yes. Our objective is to create a comprehensive, one-stop directory which allows businesses and the general public to find everything they may need at the click of a button. Provided your business is professional, reputable and provides a relevant product or service, then we will be more than happy to promote you in Europe and beyond.

How can my business benefit from being part of it?

Promotion, promotion, promotion. We can't stress that strongly enough. By forming part of MBB you will be exposing your business or organisation to millions of potential customers. Our multi-faceted marketing strategy means we are capable of generating millions of visitors a year to the site. And millions of visitors means every company listed on the site has the chance of generating new contacts, leads and enquiries.

What information can I include in my profile?

There is a variety of information you can include in your profile. Apart from the obvious like business description, photographs, videos and contact information, you can include things like a downloadable company brochure, CEO's statement, links to your social media platforms and even specific company information like number of employees and markets you currently service. It is entirely up to you how much or little of this information you want included on your page. However, bear in mind that your profile page on MBB essentially serves as a micro-website whose sole aim is to drive internet traffic in your direction. So the better filled out it is, the more likely you are to generate leads and attract customers.

What does it cost to be listed on MBB?

Creating a company profile on MBB costs just €250 (Plus VAT) per company, per year.

How do I sign up?

Either drop us an email at info@maltabusinessbook.com or call us on 2713 1869 and a member of our expert team will happily come and meet you in person to discuss your participation.

Your Business Book Profile

We have carefully crafted your business profile to give your organisation the maximum amount of exposure. You can include information about many different elements of your business in your profile which is, in effect, a micro-website. Below are the details each profile can contain.



Business Categories

Your organisation's profile can be listed in up to 10 different categories on the website – perfect for businesses which operate in a number of different fields or specialise in several areas.

Contact Details

The most essential thing in any business profile is making sure your clients can get in touch with you. Here you can list your phone numbers, mobile numbers, address, website, email etc.

Downloadable Brochure

This is perfect for those organisations that have a corporate brochure or information pack which they would like to share with their clients at the click of a button.

Corporate Description

This is a synopsis of your business and its activities. In order to increase your chances of appealing to potential clients, it is important that your description is comprehensive and clearly written.

Google Map Integration

Making sure clients can find you easily without complication is one of our key aims. Each business profile will have its own Google Map locator ensuring quick and easy directions are just a click away.

Social Media Links

In this day and age social media is a vital tool for every business. We provide you with the possibility to link to your various social media pages on LinkedIn, Facebook, Twitter, etc.

Image & Video Gallery

A picture tells a thousand words which is why each profile has several slots you can use for displaying pictures or linking to videos of your products or services.

Message from the CEO

Sometimes people like to know who is the driving force behind a business. Your profile gives you the opportunity to write a message from your CEO, MD or chairman outlining their belief in the business.

Business Statistics

In this section you can list the number of employees your organisation has as well as the current markets you service or the markets you are looking to target for new business.



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