

# ATTRACTING ASSETS TO MALTA'S FINANCIAL CENTRE



## MARKETING REPORT September 2016

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PWM Spotlight On Malta in association with Finance Malta, Ganado Associates and Malta Financial Services Authority. This series was promoted with a fully integrated marketing campaign which involved print, online, email, social media and pay-per-click advertising driving views to each chapter featured on PWMnet.com and YouTube.

### Marketing Campaign Results



Video Views  
PWM & YouTube  
**22,871**



Visits to Microsite  
pwmnet.com/Malta  
**801**



Social media reach  
LinkedIn & Twitter  
**2,055**



Print adverts  
featured in  
**PWM, FT &  
FTfm**



Paid advertising on  
Google Adwords  
**Pay-per-click  
& YouTube**



PWM e-newsletter  
recipients  
**2,534**



Marketing  
campaign online  
banner impressions  
**32,581**



## Video Views

Chapter	Description	Views
Chapter 1	PWM Spotlight Series: Malta - a hub for financial products	4,516
Chapter 2	PWM Spotlight Series: Benefiting from EU regulations	4,574
Chapter 3	PWM Spotlight Series: Attracting finance and tech firms	4,447
Chapter 4	PWM Spotlight Series: Recruitment and training of staff	4,654
Chapter 5	PWM Spotlight Series: Future challenges	4,680
<b>Total</b>		<b>22,871</b>



## Digital News

### PWM e-newsletter

**Date:** 08.09.2016

**Featured:** Leaderboard

**Recipients:** 2,521

**Date:** 22.09.2016

**Featured:** Skyscraper

**Recipients:** 2,534

### Solus email

**Date:** 09.09.2016

**Recipients:** 2,509



## Online Banners

Description	Impressions	Clicks	CTR
Banners featured on PWMnet.com, TheBanker.com, FT.com and fdiintelligence.com	32,581	38	0.21%



## Print Advertising

- **Full page advert in PWM August/September edition**
- **Adverts featured in the Financial Times newspaper:**
  - 13th September: Back page solus, worldwide
  - 16th September: Back page solus, worldwide
- **Adverts featured in FTfm:**
  - 12th September: worldwide
  - 19th September: worldwide



## Social Media

### LinkedIn

(1) An article was created in LinkedIn promoting the whole series, stats from this were as follows:

Date	Message	Views	Shares	Likes
02.09	PWM Spotlight Series: Attracting Assets to Malta's Financial Centre	37	3	12

(2) Updates were posted in PWM's LinkedIn group

Date	Message	Likes
06.10	[Video] PWM Spotlight Series: Attracting assets to Malta's Financial Centre - future challenges	1
26.09	[Video] PWM Spotlight Series: Attracting assets to Malta's Financial Centre - recruitment and training of staff	1
21.09	[Video] PWM Spotlight Series: Attracting finance and tech firms	1
20.09	[Video] PWM Spotlight Series: Attracting finance and tech firms	1
12.09	[Video] PWM Spotlight Series: Benefiting from EU regulations	0
05.09	[Video] PWM Spotlight Series: Malta - a hub for financial products	1

#### Twitter

Date	Message	Clicks	Likes	Shares
02.09	PWM Spotlight Series: Attracting Assets to Malta's Financial Centre	11	1	1
06.09	[Video] Spotlight on Malta - Malta: a hub for financial products @GANADOAdvocates	8	0	0
08.09	[Video] How EU membership has transformed Malta's fortunes as a financial centre @MFSAComm	32	0	1
09.09	Most watched video on pwmnet this week: Spotlight Series on Malta @MFSAComm	7	0	1
13.09	[Video] Malta: a hub for financial products - Attracting finance & tech firms @FinanceMalta	15	2	2
15.09	[Video] Malta: a hub for financial products - Recruitment and training of staff @CastilleMalta	8	0	0
16.09	Most watched on pwmnet this week: Spotlight on Malta	16	0	1
20.09	[Video] Malta - a hub for financial products: @GANADOAdvocates speak about the strengths of the jurisdiction	10	2	1
21.09	[Video series] @YuriBender speaks to leading figures in the Maltese financial industry	13	2	2
22.09	[Video] Spotlight on Malta: Benefiting from EU regulations @MFSAComm	6	0	0
28.09	[Video] Spotlight on Malta: Attracting #finance and #tech firms @FinanceMalta	8	0	1
04.10	[Video] Malta - a hub for financial products: Future challenges @GANADOAdvocates	5	0	0
<b>Total</b>		<b>139</b>	<b>7</b>	<b>10</b>