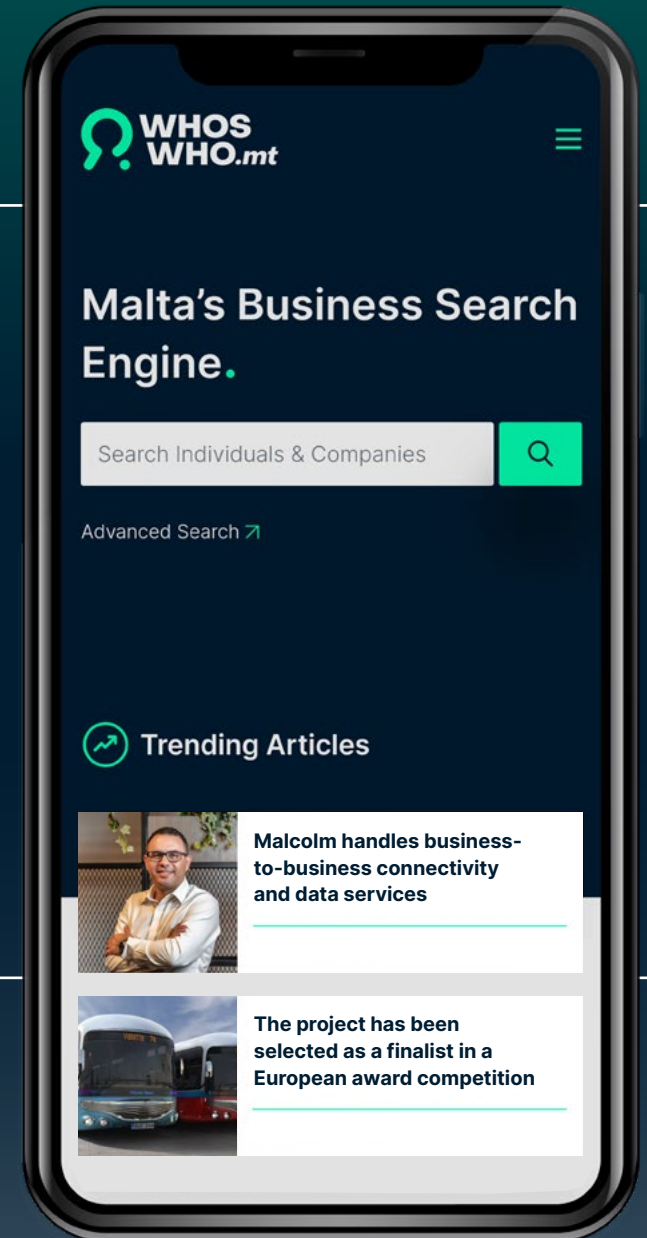




2024 – Strategy & Reach

The Game Changer in Local Business Networking & B2B Online Marketing

A MEDIA BRAND BY
Content House

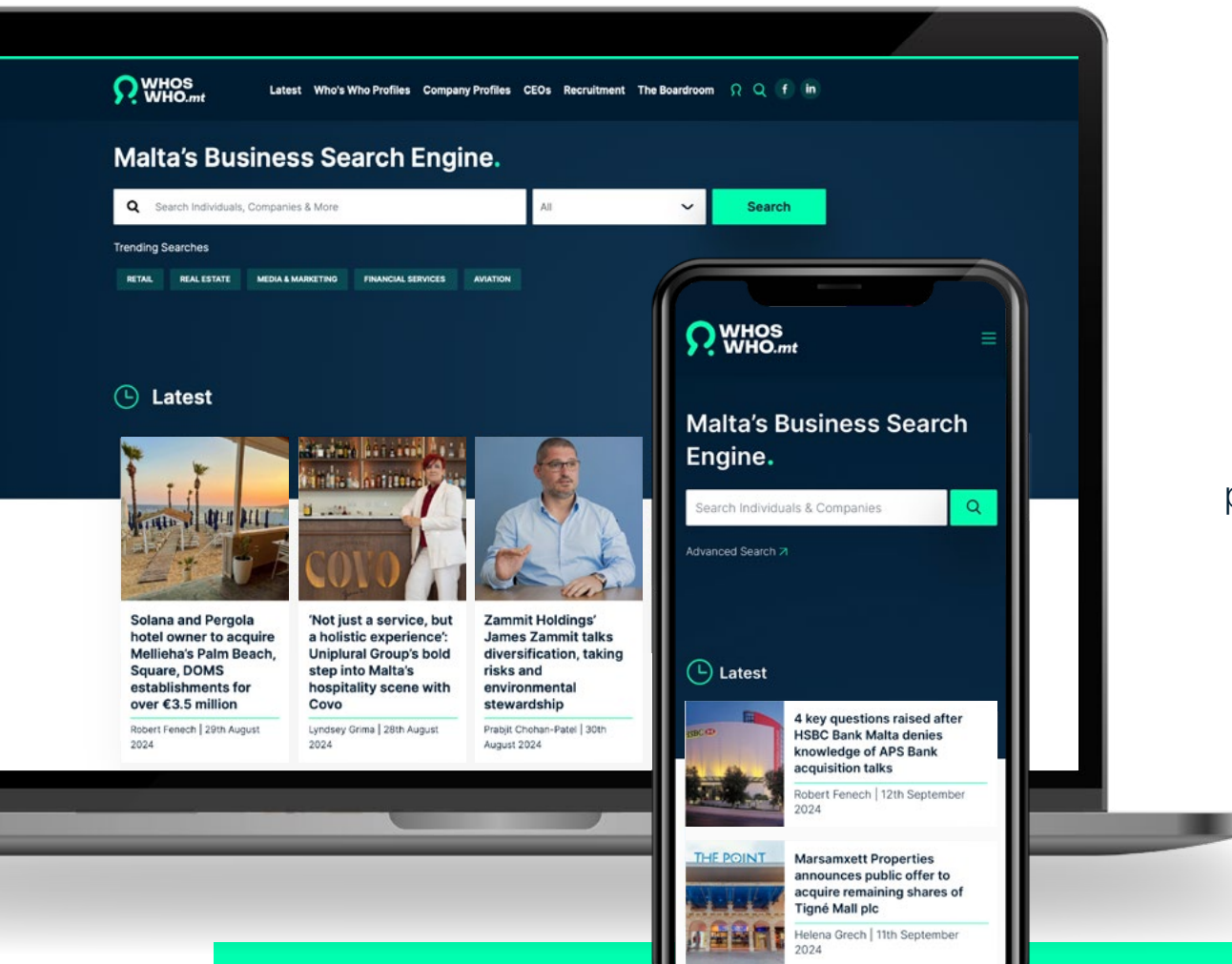


The largest business networking platform in Malta

793,000

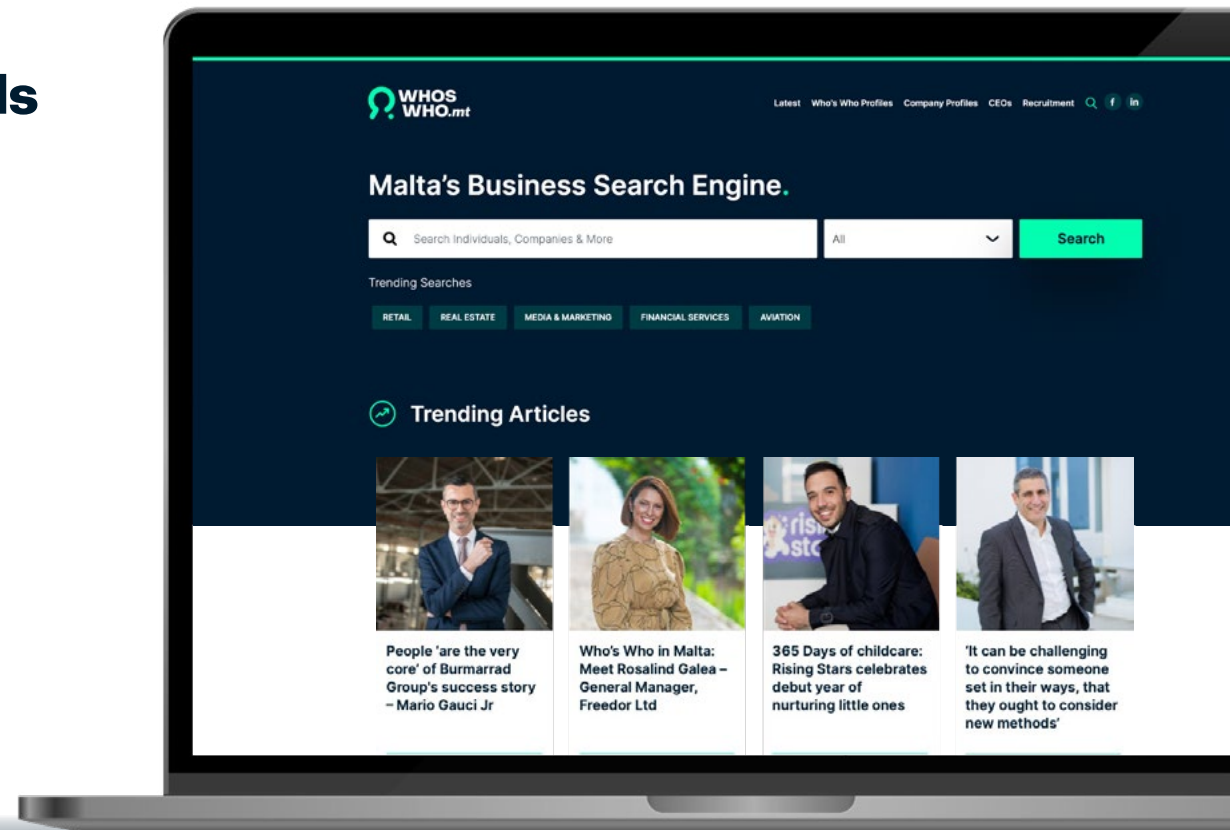
Latest monthly Reach & Impressions across the WhosWho.mt portal and its social media platforms: Facebook, LinkedIn, and Instagram.

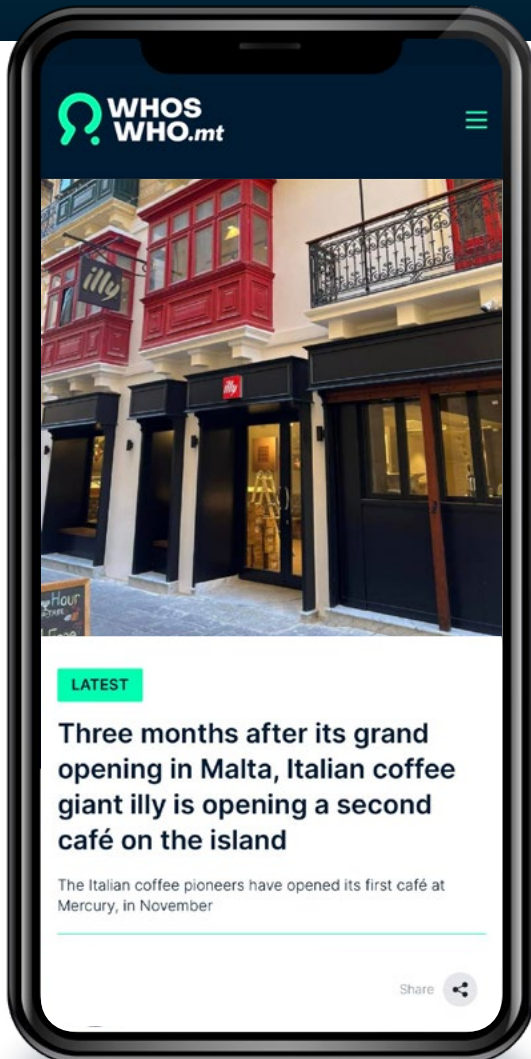
That's
equivalent to **9.5**
million
in just one year!



WhosWho.mt boasts a thriving community comprising thousands of companies and individuals, contributing to the dynamic growth of Malta's corporate and business network.

But how does **WhosWho.mt** distinguish itself from widely-used global social media platforms like LinkedIn?







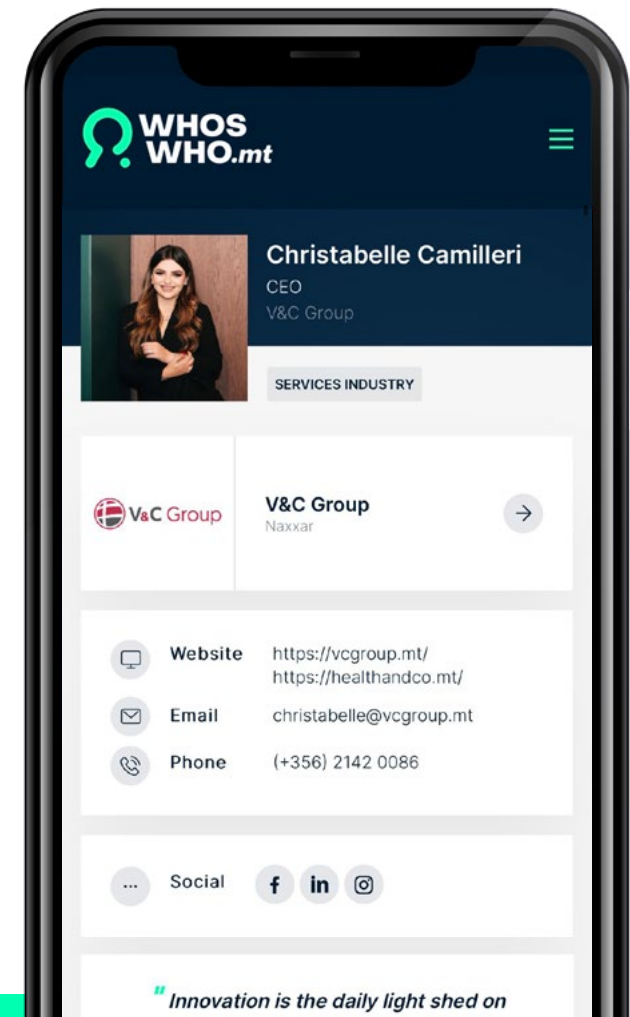
One of the critical success factors of our brand is the fact that **WhosWho.mt is backed by a large team of local business writers and journalists, producing fresh daily content that creates real local engagement and following on socials, both LinkedIn and Facebook.**

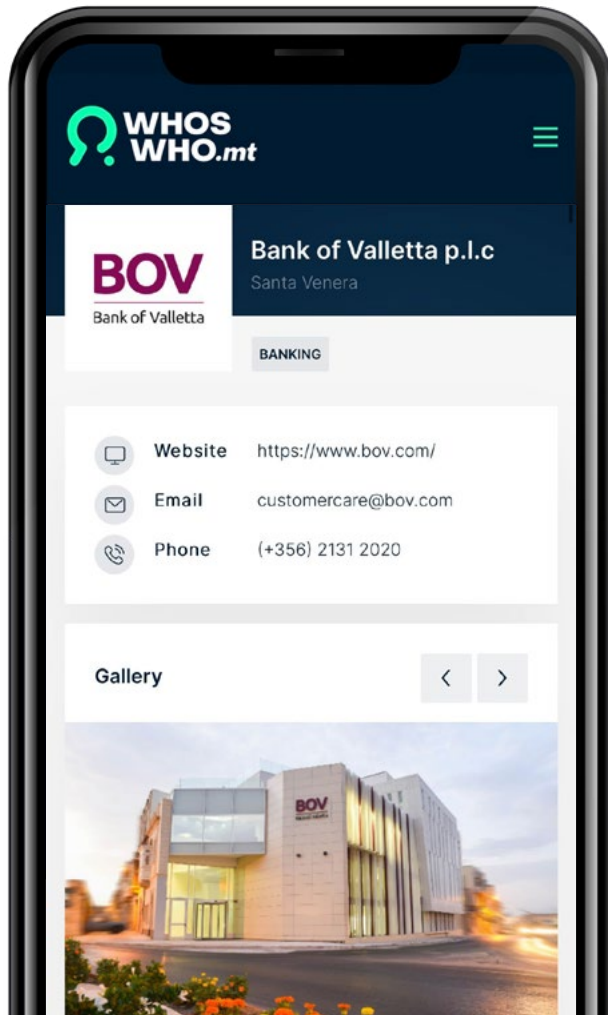
Essentially, **we're creating local business content, for local businesspeople. And we're building a strong everlasting bond that way.**




Also, as opposed to social media platforms, we offer local tailor-made services of journalists, photographers, and marketing strategists, to make sure we'll deliver the **best results for you.**

And when you acquire a Who's Who Profile or a Business Profile, you're not simply enrolling for a listing but in return you'll get a comprehensive holistic service that includes:

-  The services of a seasoned business editor who is assigned to edit and proofread your profile.
-  A profile that is uploaded for a whole year on the portal, and the allocation of a sufficient number of keywords, chosen by you, that will further enhance your profile and exposure on the portal. When people search for the chosen keywords, your profile will show up prominently.





-  Over and above that, over time and through our macro-SEO strategy, your profile and content on our portal will feature prominently in searches on popular search engines.
-  Should you opt for Premium, your profile is also storified by our business editorial team, through a tailor-made online article linked with the content of your profile that is published on the portal. This is guaranteed to enhance engagement and following.
-  Our team of online marketing strategists not only publish your article but also strategically boost on social media, effectively stimulating algorithmic engagement.

The success of the WhosWho.mt platform is astonishing and year on year our network of individuals who matter keeps growing. We have thousands of business-people, professionals, C-Level executives, business owners, people in management, high-net worth individuals and entrepreneurs forming part of our Who's Who network – and here is just a teaser!

 **Discover Who's Who**



Rebecca Bonnici
Chief Executive Officer
BELS

EDUCATION



Jean Claude Muscat
Director & Chief Executive
Officer
Saint James Hospital Operations
Ltd

HEALTHCARE



Maria Micallef
Chief Executive Officer
The General Soft Drinks
Company Ltd

MANUFACTURING



**Mantvydas Matthew
Narusevicius**
CEO
WFDM Ltd

SERVICES INDUSTRY



Charles Borg
Chief Executive Officer
PG plc

RETAIL



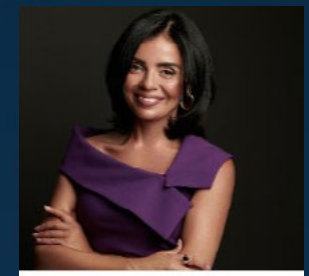
Natalie Briffa Farrugia
Chairperson of Vassallo Group
Malta
Vassallo Group

HEALTHCARE



Javier Moreno
President and CFO
MAPFRE Middlesea p.l.c









INSURANCE



Alison Vassallo
Partner
Fenech & Fenech Advocates

LAW FIRM

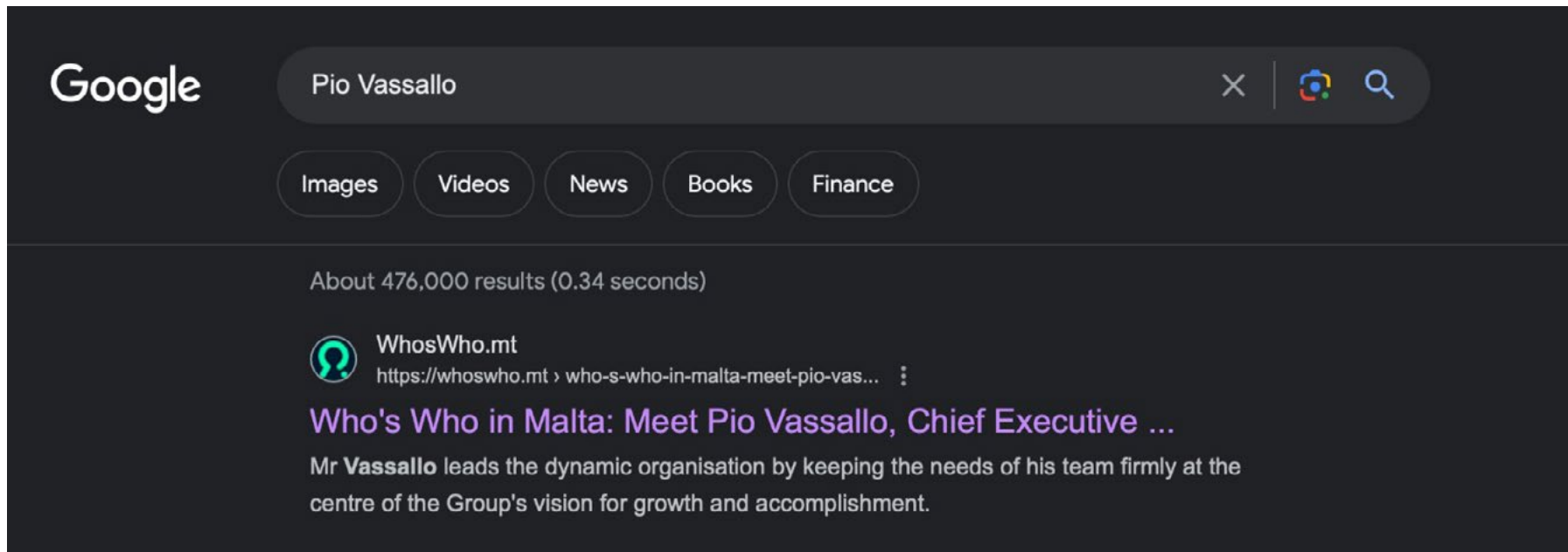
 **Featured Company Profiles**

 Retail Marketing Ltd RETAIL	 KPMG ACCOUNTING	 Burmarrad Group CAR INDUSTRY	 MZ Investment Services FINANCIAL SERVICES
 Print&Merchandise MANUFACTURING	 Broadwing Recruitment MANAGEMENT CONSULTANCY	 C. Fino & Sons Ltd RETAIL	 MAPFRE MSV Life plc INSURANCE

And these are just a handful of businesses, from the thousands already on board, that have joined Who's Who through an Online Business Profile.

How can I check whether the Who's Who platform yields results? The best verification is to check the ranking of our content on Google. And therefore, the question is: if you run Google searches on locally based businesspeople or content connected to the local business world, is [WhosWho.mt](https://whoswho.mt) featuring prominently or not? The feedback we keep getting is that we feature prominently, and constantly! But you should check for yourself...

If we had to carry out a brief practical exercise and google well known people like (Vassallo Group CEO) Pio Vassallo or (AX Real Estate CEO) Denise Xuereb or (Retail Marketing CEO) Jonathan Shaw, you will gain some insight into the strategic dominance and strength of our portal, on a corporate and business level.




Google

Pio Vassallo

Images Videos News Books Finance

About 476,000 results (0.34 seconds)







 WhosWho.mt
<https://whoswho.mt/who-s-who-in-malta-meet-pio-vas...>

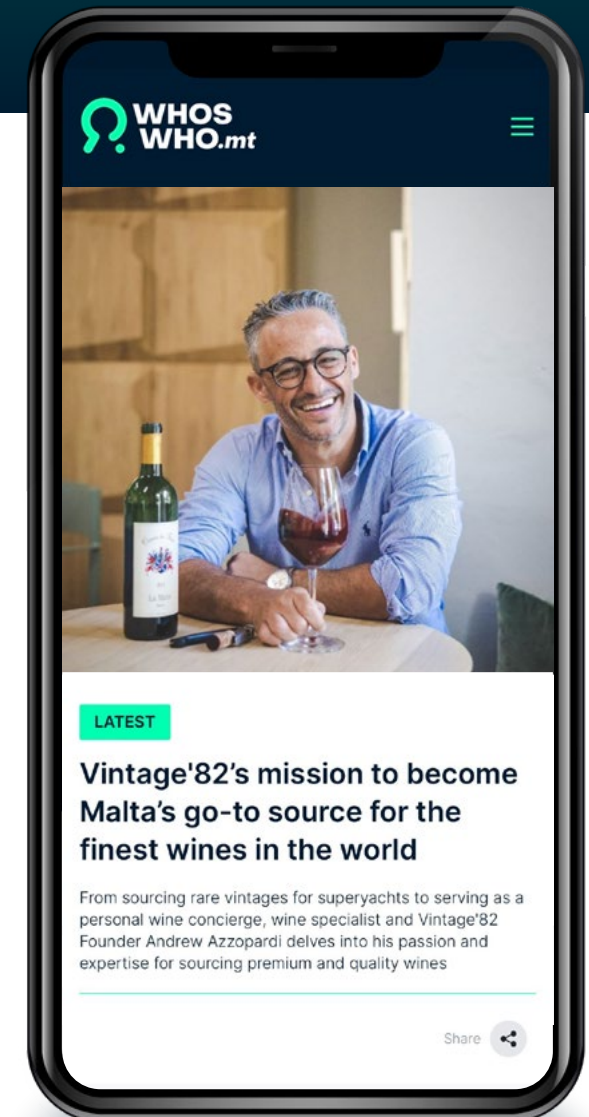
Who's Who in Malta: Meet Pio Vassallo, Chief Executive ...

Mr **Vassallo** leads the dynamic organisation by keeping the needs of his team firmly at the centre of the Group's vision for growth and accomplishment.

What further distinguishes [WhosWho.mt](https://www.whoswho.mt) is the fact that unlike LinkedIn, you can also purchase a bespoke sponsored article or an interview, and that makes the whole difference, as you can set your agenda online and have a voice on Malta's most credible business networking platform, and we'll help you achieve your goals in a seamless way (through our team of business journalists, photographers, digital marketing strategists, etc)

So how does the process of acquiring a sponsored article or interview work?

-  We will assign a business journalist to carry out your interview
-  We will assign a photographer and organise a shoot
-  We will publish your interview on our portal
-  Your interview is posted and shared on LinkedIn and Facebook
-  A boost of €100 will be dedicated to your post, to further increase reach and engagement, and yield optimum results
-  You can share and link our post, with your interview, to your socials. Your linkage with the Who's Who brand will continue to strengthen the corporate credibility of your organisation.



What is strategically fundamental is that through [WhosWho.mt](#), you're not playing a single instrument but you're unleashing an entire orchestra that can create the right notes and harmony for your brand:

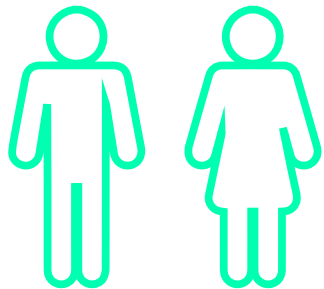
- 🔗 You can combine a Business Profile with a Who's Who Profile
- 🔗 You can acquire (at a special price) a substantial number of Who's Who Profiles for your whole team
- 🔗 You can combine a Business Profile and/or a Who's Who Profile with a Sponsored Interview or Article
- 🔗 You can combine a Sponsored interview with an Online Advertising Banner Campaign
- 🔗 Your advertising can be both in the form of Online Banners as well as Video Ads
- 🔗 You can purchase a bundle of short PR bits, that you can use ad hoc throughout the year whenever you have an important announcement to make
- 🔗 You can come on board as a Partner, and we will roll out the red carpet for you, for all your advertising, marketing, and PR strategic needs, throughout the year.

The strength of **WhosWho.mt** can also be measured by the brands that are coming on board with their Profiles and marketing campaigns. This is just a short list that we could fit in a single slide!



Let's focus a bit on numbers:

Our audience is
(more or less)
split equally
between male
and female

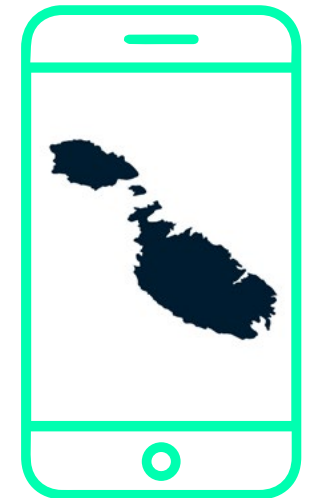


80 per
cent

of our audience
is aged between
25 and **65 years**

87 per
cent

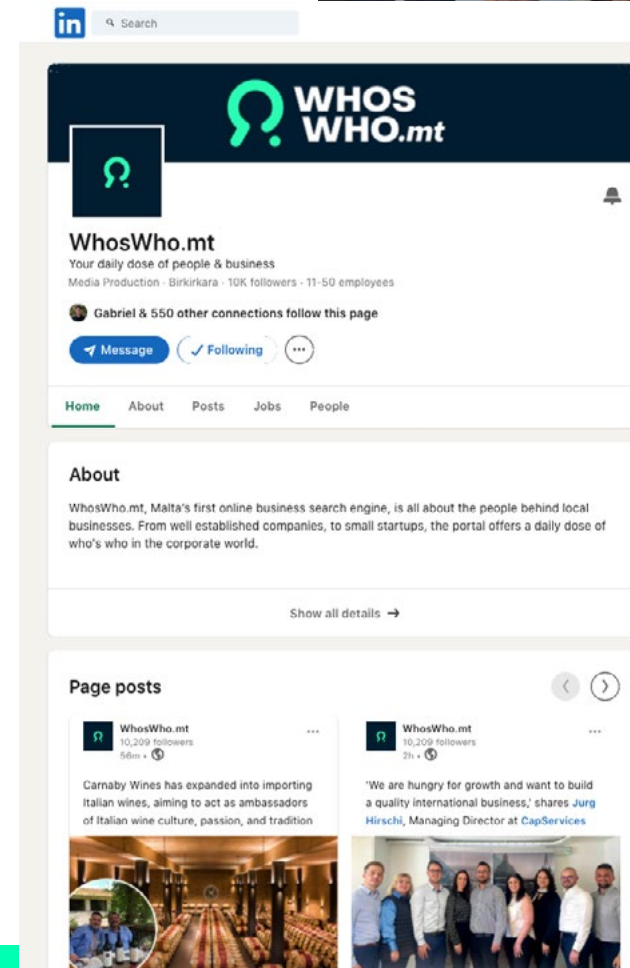
of the traffic is
Malta driven



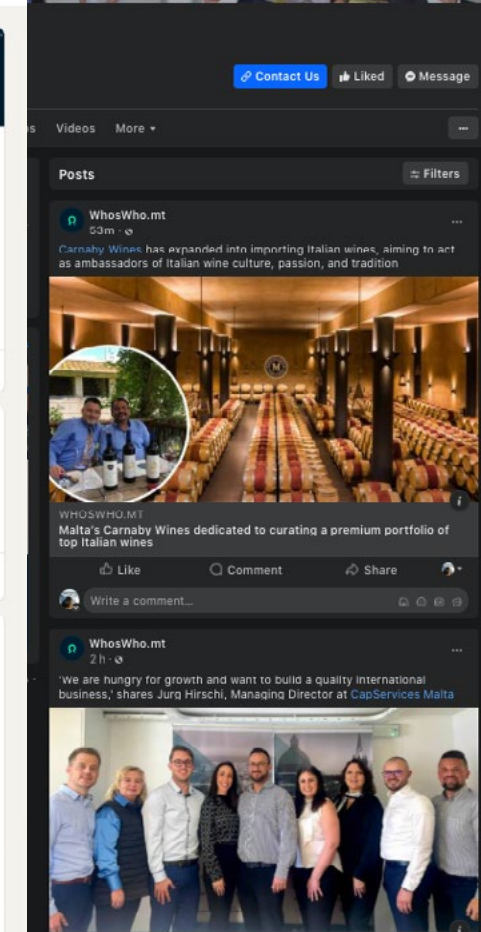
80 per
cent

of traffic is **mobile driven**, and
the site is **mobile-optimised**

The site has hundreds of thousands of users and **31,000 followers** on social media, across LinkedIn and Facebook, the latter clearly having a corporate, professional, entrepreneurial, and managerial background.



The screenshot shows the LinkedIn profile for WhosWho.mt. The profile header includes the company logo and name. Below the header, the bio states: "Your daily dose of people & business" and "Media Production - Birkirkara · 10K followers · 11-50 employees". It also shows that Gabriel and 550 other connections follow this page. The "About" section describes the platform as Malta's first online business search engine, providing a daily dose of who's who in the corporate world. The "Page posts" section features two recent posts: one about Carnaby Wines expanding into importing Italian wines, and another about Jurg Hirschi, Managing Director at CapServices, sharing a quote about international business growth.



The screenshot shows the Facebook profile for WhosWho.mt. The profile header includes the company logo and name. Below the header, the bio states: "Your daily dose of people & business" and "Media Production - Birkirkara · 10K followers · 11-50 employees". It also shows that Gabriel and 550 other connections follow this page. The "About" section describes the platform as Malta's first online business search engine, providing a daily dose of who's who in the corporate world. The "Page posts" section features two recent posts: one about Carnaby Wines expanding into importing Italian wines, and another about Jurg Hirschi, Managing Director at CapServices, sharing a quote about international business growth.

And this means we are providing an effective, sniper marketing platform – and not a shotgun one with many misses and few hits – to ensure that your message reaches the business-to-business audience, key decision-makers, high-net-worth individuals, and influential business leaders and companies.

Unlike mainstream media, our campaigns are focused on delivering your message to a business audience. And these are some examples of the results we're getting

Banner Campaign

INDUSTRY:

INSURANCE

START DATE:

JUNE 2023

END DATE:

MARCH 2024

OCCUPANCY

20%

VIEWS

306,142

CLICKS

332

Banner Campaign

INDUSTRY:
MOTORING

START DATE:
JANUARY 2024
END DATE:
MARCH 2024

OCCUPANCY

20%

VIEWS

83,800

CLICKS

89

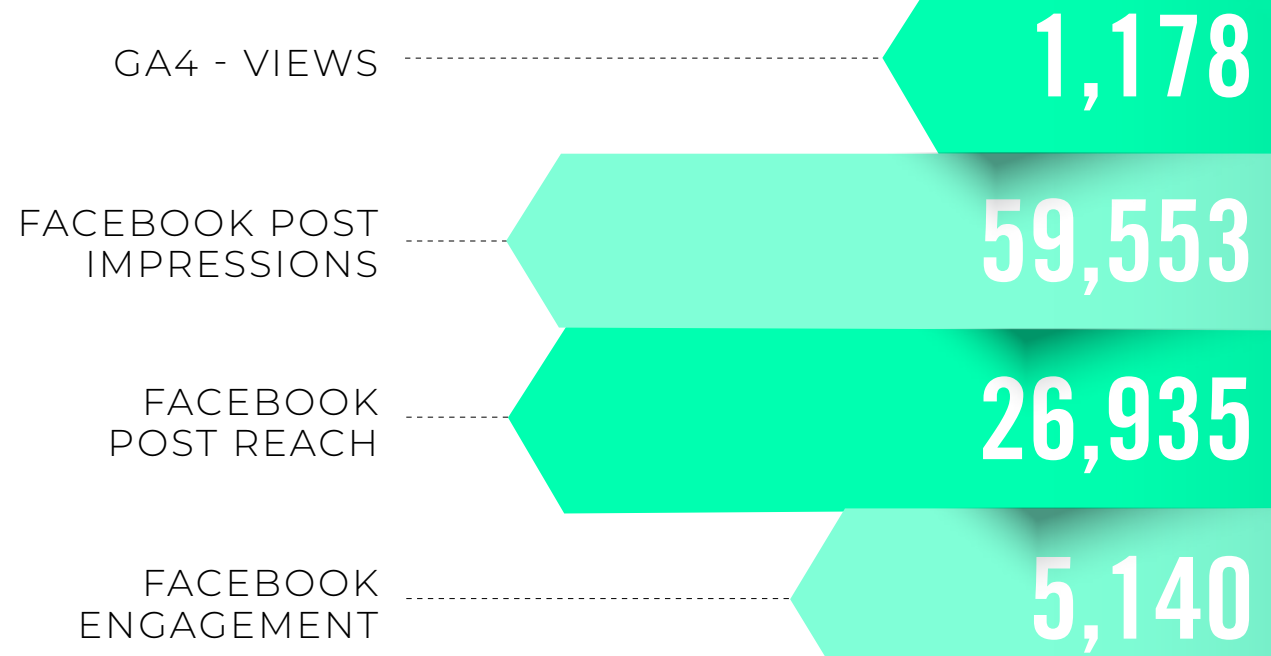
Sponsored Content

INDUSTRY:

REAL ESTATE

PUBLISHED:

JANUARY 2024



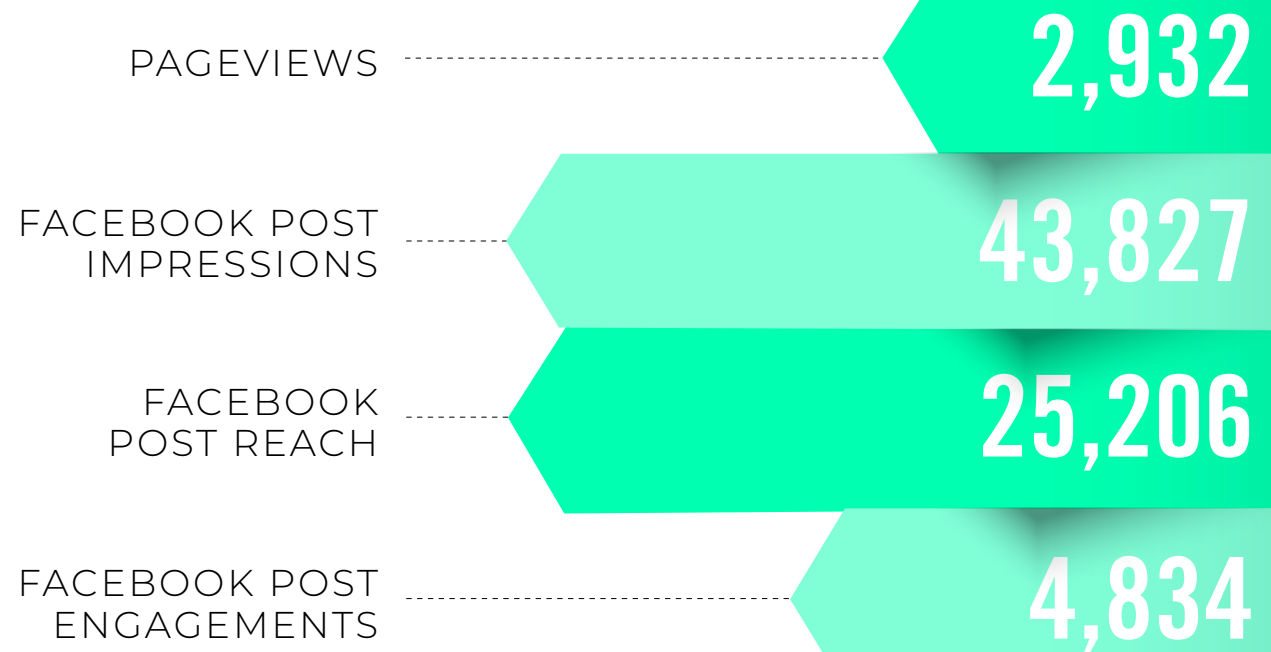
Sponsored Content

INDUSTRY:

RETAIL

PUBLISHED:

FEBRUARY 2024



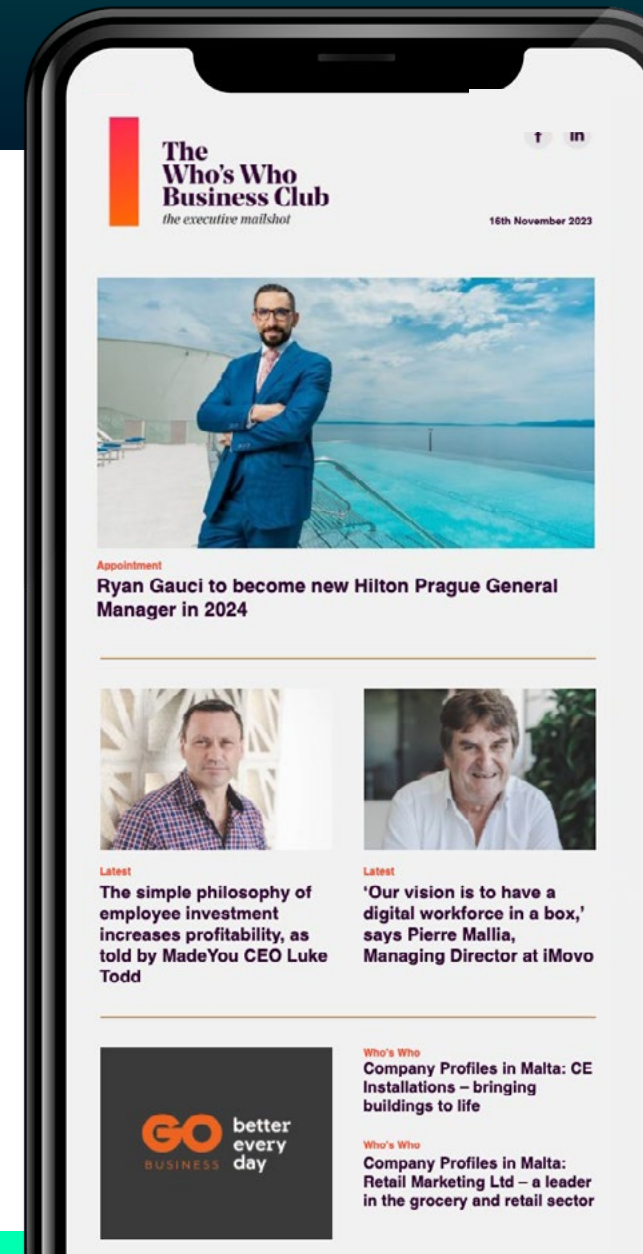
Another sought-after marketing tool that forms part of the Who's Who brand is the Who's Who Business Club – a sniper, direct corporate marketing tool reaching thousands of business-people and companies every week. The Who's Who Business Club mailshot is delivered to thousands of business subscribers – and members of the Who's Who network – every Thursday.

An average open rate of






40.3%

An average click rate of

16.7%



The Who's Who platform keeps growing, and there are a few steps you may wish to consider as a quick check-list on whether you're currently exploiting the benefits of the Who's Who networking platform

-  Make sure that your company has a Business Profile listing
-  Make sure critical members of your team have an individual Who's Who listing
-  Make sure the right keywords are selected for both the Business Profile and the Who's Who Profile/s, so that you exploit, and enjoy, the benefits of being part of the platform
-  Make sure your marketing team are in synch with the options available on our platform to have your online banners and video ads on the Who's Who platform
-  From a PR point of view, booking sponsored content and/or a series of sponsored business bits is a must, to maximise your corporate exposure on the platform.



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