

## SRMO 360° Resource Corner

### ADVERTISING OPPORTUNITY



**Sales Road Maps Online® (SRMO)** is the industry's unique online fund marketing COMPLIANCE RegTech tool based on 13 years of bespoke sales compliance advisory and client feedback of Global Sales Compliance Ltd.® (GSC).

#### **Advertising Offering**

**Sales Road Maps Online®** is offering advertising space to third party service providers to bring a diversified range of solutions to SRMO Users in the FREE section of SRMO: **"SRMO 360°"**.

#### **SRMO Target Clients**

Leading AIFMs: private equity, real estate, hedge funds, CTAs and other asset classes as well as financial institutions, third party marketing platforms, law firms and compliance consultants.

## Why SRMO 360°?

Since 2006, GSC clients have requested referrals from GSC on related service providers to GSC's bespoke marketing compliance service:

### Clients don't want just a company referral, they specifically want:

- ▶ Service providers with a **good reputation** (quality service)
- ▶ Direct **personal contacts**
- ▶ Easy "**click to access**" email addresses
- ▶ "**Click to launch**" company website

“ Do you know of a US SEC/UK FCA Compliance consultant, Prime Broker, Fund Administrator, UCITS Fund Registration consultants, Annex IV Reporting, Shareholder reporting, Swiss Fund Distributor, Tax Accountant, Due Diligence consultant, etc.?”



Previously, this network of related service providers has been provided on a "word of mouth" referral basis.

**Now, SRMO 360° will bring the network of related service providers to SRMO Users in 1 place.**

## What is SRMO's Promotion Strategy?

SRMO will be promoted through direct sales, social media, advertising in relevant publications and via presentations at regulatory & industry conferences in the UK, USA & Asia. SRMO will be advertised in leading private equity, hedge fund & real estate journals as well as regulatory compliance publications and other financial services industry publications. Target readers of these publications are the firm's Head of AIF Marketing, Chief Compliance Officer (CCO) and General Counsel (GC).

## What is User Visibility?

SRMO 360° is FREE and is already available to users. Any SRMO website visitor can access both LIBRARY and SRMO 360° FREE, without a paid subscription.

## When can we post an SRMO 360° ad?

NOW. Sales Road Maps Online® is live as of September 2018. SRMO is currently providing subscriptions to SRMO Sales Road Maps® and receiving "hits" (site visitors) to the FREE section of SRMO: Library + SRMO 360°.

# Example of where your ad will appear.

Who We Are

Free Library

SRMO Compliance Tool

SRMO 360°

Contact Us

Log in/Subscribe



## SRMO 360°



Select desired resource category by clicking the buttons below.

- All
- Accounting & Tax
- Fund Administration
- Fund Registration
- Legal
- Regulatory Consultants
- Prime Brokerage
- Software
- Technology



**Company**

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✉ **Joe Smythe**  
*Vice President*  
 +44 (0) 123 456 7890  
[www.companyname.com](http://www.companyname.com)



**Company**

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**COMPANY**



**LOGO**

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