



How to Market and Promote your TLD

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Challenges for ccTLD's

- Getting attention is tough with over 250 TLDs
- Many ccTLD's are offered without a unique value proposition or branding
- Large Companies typically focus on the most popular ccTLD's
- Legacy restrictions make it challenging to register
- Manual components to the process are labor intensive



Building Registrar Relationships

- Make it easy to implement
 - Use standards compliant technology
 - No off-standard policies
 - Stable practices that do not change with local politics / conditions
- Provide support and add value
 - Marketing materials
 - Promotional support
- Provide Registrar/Resellers with POC
 - Outreach campaigns
 - Attend industry events



Pricing

- Sustainable
 - Be market competitive
- Premium Names
 - If possible, allocate names that will provide a favorable impression of your brand and increase perceived value (about.me, O.co, bit.ly)
- Promotional Pricing Programs



Pricing – Promotional Programs

- Program types:
 - Point of Sale Discounts
 - Rebates based on sales growth
 - Rebate based on absolute volume
 - Rebates based on specific performance (e.g. email campaign)
 - **Combination**

Pricing – Promotional Programs

- Help Registrars fund promotional programs **and** make money
- Promote **QUALITY** business
 - Ensure registrants are using and renewing
 - Ensure Registrars are actively marketing during promo
- Enrollment Requirements
 - Provide evidence of marketing programs
 - Minimum volume requirements



Over 18 million domains under management

Generic TLDs



Country Code TLDs

