

Driving
innovation and
the **expansion** of the
internet through the
delivery of **world-class**
Domain Name
Registry Services.



The TLD
Specialists
www.ausregistry.com

ccTLD Marketing – the essentials

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Define the problem

- How to encourage registration growth?
- How to consolidate your market position before hundreds of new TLDs enter the market?
- How to make your ccTLD more relevant to its core target audience?

1. Know your audience

Registrants

- Who are they and what do they want?
 - Conduct research
- What messages will effectively position your ccTLD over other TLD options?
 - National pride
 - Trusted by local market
 - .com is full!

2. Respect your channel

Registrars

- Incentivise them to promote your ccTLD
- Prepare campaigns for them to run
 - white-labelled advertisements
 - provide research to boost registrations
- Give them great service
- Send them leads
- Encourage new registrars

3. Anchor tenants

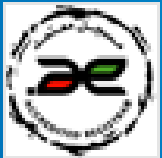
- High-profile local businesses
- Major local media
- Cultural figureheads
 - Build a PR campaign around their use of your ccTLD
- URL shorteners
 - Global awareness opportunities
 - Create your own?

4. Encourage Registrant Utilisation

- Especially important for IDN ccTLDs
 - Provide FAQs relating to technical usability challenges
- Promote high-quality sites using your domain
 - Website of the week/month competition

5. Create a ccTLD identity

- Focus on the ccTLD as a brand, not just the Registry organisation
- Most Registrars love logos!



6. Celebrate your wins

- Registration milestones
- Uptake by global brands
 - bi.ng – Microsoft URL shortener using Nigerian ccTLD
- Case studies of successful sites using your ccTLD

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