CREATIVE MARKETING WITH REGISTRARS

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Past practice in Marketing

Top down approach of designing promotion package to offer to registrar

- Fixed period
- Invite participation
- Fixed offer deal
- Marketing by Registrars
Findings with top-down approach

• Fixed timing and offer may not fit with registrars’ schedule.
• Homogenous offer by a number of registrars
• Outreach to registrars’ same pool of customers and potential, mostly.

So, what did we do?
Changed Approach

Plan and Implement With Registrars

Partner Registrars’ Own programmes

Developing New Channels For Registrars

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Examples

Plan together, executed by registrars
SGNIC approached CEA for a collaboration with registrars as partners

Registrars’ own programme
Registrars’ programme, SGNIC supports

Tie-up programmes for registrars
SGNIC led collaborations
Plan together:

A promotion for members of CEA

• Objective: develop new potential market segment. SGNIC planned and participation with registrars.
• SGNIC negotiated with CEA; made presentation to CEA’s members; participating registrars continued publicity with the agencies and executed registrations.
• Registrars offered free set-up and value-added services eg web design, web hosting and SEO packages.
• The scheme was a free 1st year domain name for each CEA agent, a population of 18,000.
• Result of 600 sign-up during the 1st 2 months was evident that the programme requires more time for publicity to reach the agents.
• Participating registrars saw 30% jump in registrations from property agents thereafter
Partnering Registrars: Registrars led programmes

• Objective is to support Registrar’s own business development plan.
• Usually aim at existing customers of Registrars’ other products.
• Examples are packaging domain name with a new product launch or an upgrade of an existing product/service.
• We had 500 sign-ups for a registrar’s programme for SG50
New Channels: Developing scheme for Registrars

• Objective is to develop more source of new registrations.

• Example: ACRA collaboration where applicant after filed for new company can reserve a new domain name free 1st year.

• We get more than 5000 of such a reservations yearly, which are handled by registrars.
New Channels:
Developing scheme for Registrars

• In 2015, being SG50 we added new elements to the usual promotion in August (month of National Day) where domain names can be registered at $5 each.
• For publicity pull, for 9 days at the beginning of promotion, we gave each Singapore citizen and Permanent Resident 1st year free for 1 name under each unique identity number.
• Both programmes collectively yielded 70% increase in registration for the usual August promotion.
What SGNIC look for in registrars’ marketing

Branding of .SG

- Segment
- Beyond local
- Offer
- Message
Share your thoughts!