Crossing borders & Shifting boundaries
.me experience
The Origin of .ME
.ME is ccTLD for Montenegro

was launched in 2008 as a ccTLD of Montenegro
The Rise of .ME

Since its beginning, .ME domain experienced rapid growth

1 MIL .ME domains

over 200 000 .ME domains

doubled and reached 400 000

more than 600 000

The Synonym for Personal

63% of directors of international companies doing business in China say that they had to adjust their product for the Chinese market according to Forbes Insights.
Successful Stories
China: Ele.ME
Successful Stories
Japan: Line.ME
Successful Stories
Brazil: Emotion.ME
Successful Stories
USA: PayPal.ME
Successful Stories
Russia: Maps.ME
Successful Stories
Egypt: Supermama.ME
Successful Stories
UK: Kano.ME
How Do We Do It?
Secret? Being Human
Positioning .ME is...
Targeted B2C Campaigns

Goals:

• Raise awareness about .ME domain #Meday, StayWeirdWith.ME

• Build equity in .ME as the go-to personal domain name - #BrandME

• Work on market expansion by educating future and potential users on the importance of a well-managed online brand – Google Yourself

• Position .ME as a thought leader in fields of personal branding, online privacy and security, and startup development - #MentorME
Native Advertising

Gary Vee and Others Share Advice on Personal Branding

4 mistakes to avoid when picking your business name

Tishin Donkersley

If your tweets, blogs, and LinkedIn aren't getting much traction, the content isn't speaking to you. It could be you have a poorly executed brand image, the content isn't speaking to your target audience. If you know what your target audience is and are speaking to them, you'll see traction.

Get the most out of your name with these four tips:

1. Your name should be short and easy to remember.
2. Your name should be unique and not easily confused with another.
3. Your name should be easy to spell and pronounce.
4. Your name should be meaningful to your target audience.

If you follow these tips, you'll be well on your way to a successful business name.
Influencer Marketing

The Importance of Having an Awesome Online Presence

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Takeaways?

LET'S WORK TOGETHER
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... keep in touch!