PRICE IS IMPORTANT BUT NOT ALL IN ATTRACTION CUSTOMERS.
“Price ain't merely about numbers. It's a satisfying sacrifice”

Toba Beta

Toba Beta is writer from Indonesia. He works as economist Indonesia financial industries and capital market. He is dubbed as Mister Bond by Investor Magazine
In market, domain is considered a product which the provider (registries, registrars, resellers) wants to sell and the buyer (registrars) wants to buy. Domain is a highly competitive product. Therefore, developing the domain must be affected by factors in Marketing Mix or policy.

Marketing Mix includes important factors: Product, Price, Promotion, Place.

Price is one of the important factors in Marketing strategy.

Based on objectives (goals) in a particular situation, we can set up the right price.
- Price policy can be used to achieve one or several objectives such as: increasing sales, increasing profit, improving competition, increasing prestige, remaining market share (current status).
- Price is probably set up based on: cost, demand, operations, competition, relationship.
- In fact, the most of registries or registrars, resllers set up registration, renewal price with the purpose of competition to mainly promote sales.
SHARING EXPERIENCES WHEN VNNIC’S CHANGED DOMAIN PRICE

**YEAR 2005**
ONE PRICE POLICY FOR ALL ccTLD “.VN”

**YEAR 2010**
DIFFERENCE PRICE POLICY FOR EVERY GROUP ccTLD “.VN”, reducing price about 22-55% comparing with those in 2005, especially, price of “name.vn” off 93%

**YEAR 2016**
DIFFERENCE PRICE POLICY FOR EVERY GROUP ccTLD “.VN”, reducing price about 22-40% comparing with those in 2010.
Results after every change of price

<table>
<thead>
<tr>
<th>Năm</th>
<th>&quot;.vn&quot; domain name</th>
<th>Growth rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000</td>
<td>330</td>
<td>0</td>
</tr>
<tr>
<td>2001</td>
<td>655</td>
<td>198%</td>
</tr>
<tr>
<td>2002</td>
<td>978</td>
<td>149%</td>
</tr>
<tr>
<td>2003</td>
<td>3,302</td>
<td>338%</td>
</tr>
<tr>
<td>2004</td>
<td>3,559</td>
<td>108%</td>
</tr>
<tr>
<td>2005</td>
<td>5,308</td>
<td>149%</td>
</tr>
<tr>
<td>2006</td>
<td>20,579</td>
<td>388%</td>
</tr>
<tr>
<td>2007</td>
<td>25,680</td>
<td>125%</td>
</tr>
<tr>
<td>2008</td>
<td>32,388</td>
<td>126%</td>
</tr>
<tr>
<td>2009</td>
<td>40,576</td>
<td>125%</td>
</tr>
<tr>
<td>2010</td>
<td>47,302</td>
<td>117%</td>
</tr>
<tr>
<td>2011</td>
<td>80,246</td>
<td>170%</td>
</tr>
<tr>
<td>2012</td>
<td>97,315</td>
<td>121%</td>
</tr>
<tr>
<td>2013</td>
<td>100,382</td>
<td>103%</td>
</tr>
<tr>
<td>2014</td>
<td>106,206</td>
<td>106%</td>
</tr>
<tr>
<td>2015</td>
<td>121,371</td>
<td>114%</td>
</tr>
<tr>
<td>2016</td>
<td>127,955</td>
<td>105%</td>
</tr>
</tbody>
</table>

.VN growth over the years 2000-2016
Results we have achieved

AT THE END OF 2016

- Domain name .VN: 386,000
- Growth rate in 2016/2015: 105%
- 100% system of State and Government’s agencies using .VN.
- 100% system of Vietnam Universities using .VN
Attracting customers by only lower price – Mistake

- The customers are always greedy. They always require cheaper price. Therefore, the competitive prices policy in all situations maybe two-edged sword. There will be time the customers will leave us because the price is no longer attractive.
- Price is crucial but not all in attracting customers. Therefore, besides factor “price”, we have to combine other “Ps” in Marketing Mix including: Product, Place, Promotion to develop domain.
OTHER FACTORS IN MARKETING MIX NEED COMBINING

PRODUCT

1. Enhance safety, security between registry and registrar with advanced technical infrastructure.

2. Increase value of domain with relevant technical features, functions, services, ex: Registry lock, Whois Privacy protect, DNS change lock,…

3. Promote supporting service: customer care, legal advise

4. Raise awareness of benefits from using domain (ccTLD)
OTHER FACTORS IN MARKETING MIX NEED COMBINING

PLACE

1. Build and deploy useful distribution channels via registrar, reseller…

2. Build professional sales system, giving convenience to customers
OTHER FACTORS IN MARKETING MIX NEED COMBINING

PROMOTION

Implement helpful types of media to promote .cctld’s image as a customer-focused, trusted and innovative ccTLD administrator

- WEBSITES
- SOCIAL NEWORK
- RADIO
- TELEVISION
- ADVERTISING BROCHURE, LEAFLET
- JOURNAL