APTLD 74 - Tashkent
Marketing: The Art of Enchantment

21ST SEPTEMBER 2018
PRESENTED BY:
MUNIR BADR – AESERVER.COM – UNITED ARAB EMIRATES
About

• AEserver is a company registered in the UAE since 2008 and consists of 2 internet brands: AEserver.com and WebOasis.ae

• AEserver holds the title of UAE’s largest privately owned accredited registrar under the .AE domain administration (aeDA) since 2008 and also a large .QA registrar under the Qatar Domain Registry (QDR) since 2013.

• its top search engine visibility, brand awareness and word of mouth.

• Multi award winner: National Bank of Abu Dhabi (NBAD) Stars of Business Awards – “Best Technology & Online” Year 2014 + GulfCapital SME Finalist 2016 (Online Biz of the Year & Entrepreneur of the Year)

• Home to over 12,000+ clients from all over the world, majority in UAE & GCC.

• Recently started reselling .Abudhabi – first gTLD in the region

• Munir Badr: Founder/CEO – UAE Resident since 1996 – Russian/Palestinian
Marketing Case Studies
• **Before year 2007** – Etisalat (UAE’s only ISP back then) was the registry for .ae domains

• **In year 2008** – the TRA has setup a new body - .ae domain administration (aeDA) and the cctld was redelegated.

• **Registry-Registrar** model has been created – any company from any country can apply for a license to operate in the .ae. **Backend: ARI Registry**

• Today: **24 accredited registrars** – Over **220,000** domain names registered. Average **120-200 new registrations** per day

• Widely used across the UAE and highly valued and recognized all over the country.
.AE Registry (aeDA)

- 24 .ae accredited registrars globally
- 5 local registrars and 17 international
- TOP 5 registrars represent 90+ % market share.
- AEserver is 3rd largest globally and 2nd largest in the UAE. Largest private company registrar as the 1st largest is the local ISP (etisalat, gov. owned)
- The ISP etisalat used to be the registry for .ae prior to 2008, hence the big #.
احم علامتك التجارية بادر بتسجيل اسم النطاق الوطني .ae. ابحث عن اسم نطاق وطني مميز خاص بك في ثانيتين وسجل في أقل من دقيقتين.
Marketing Examples

• **Social Media** – UAE enjoys an ultra high social media following and usage. The crown prince of Dubai (@faz3) has 6.5m followers on Instagram. Most government departments/agencies and their leaders have an active social media profile. The TRA boosts .ae related posts on its social media to reach more audience.

• **Street billboards** – the TRA has done huge billboards and banners all over Dubai promoting the .ae – “If its in the UAE, it gotta be .ae”

• **Conferences** - GITEX is the biggest consumer electronic, digital and IOT annual event in Dubai - .emarat IDN was featured on all columns and pillars across the venue.

• **Educational Videos** – explaining what is the .ae domain and how to register it
.ME Registry

5 reasons to get .ME

Want your own piece of internet real estate? Need an online home for that brilliant blog or budding business idea? Look no further than .Me — the most personal domain name available!

1. Stand out from the crowd – .Me is personal, unique and impossible to forget!
2. Avoid excessively long domain names – .Me is short, sweet & available!
3. Personalize your business or start-up, and make it stand out from the crowd.
4. Get the same Search Engine Optimization (SEO) benefits as with a traditional domain extension!
5. Benefit from the incredible support and promotion courtesy of .Me: have your work featured on our blog and our social media channels!
.ME Registry

• **Introduced in 2006** (Legal: doMEn Ltd is a Montenegrin joint venture founded in 2008 by Afilias Limited, GoDaddy.com and ME-net, Ltd that does business as a .ME Registry)

• **ccTLD** for Montenegro

• **No restrictions** anyone can register a .me domain name with no geo or documentation restrictions.

• Today: **Over 900,000+ domains booked**

• **Widely** used as a domain name for the Middle East – indeed many global brands use it as their domain for the ME/GCC region.
.ME Registry – Co-branded Marketing

• In 2018, the .ME Registry & AEserver have agreed to promote the registrations in the UAE and GCC region through a joint-campaign.
  • URL: https://domain.me/landing-spot-middle-east/

• Highly discounted domain registration rate @ $3.5/year (1st year only)

• PPC & SEM campaign + SMM Campaign on Instagram

• Created a sales funnel on the .ME Registry page for MENA region

• Marketing support and directly point of contact with .ME Registry
.ME fits the Middle East

THE ONE DOMAIN EXTENSION FOR ALL THE LANGUAGES IN THE MIDDLE EAST.

Your domain name .ME search

Register .ME and show the neighbors that your business is now regional!

The Most Personal Domain Name

.Me adds a personal flavour to your site and allows you to send a catchy marketing message in the URL.

All the SEO benefits

Google treats .ME as a generic domain which means that you will enjoy all the SEO benefits while personalising the online content with a shorter and sweeter domain.

Greater Availability

.Me was launched less than ten years ago and you have better chances of getting the domain name you want.

Safe and Secure

Your .ME website and email address are sending a message of trust. We keep the registry clean and suspend spam and malware on .ME domains.
Outcomes

• Co-branded marketing campaigns help increase sales & boost trust in the domain name

• Allows the registrar to stand out from the ever competing market

• Offers a great value for first time domain registrants to “test drive” the domain name

• Creates a nice media hype around the registry and the registrar

• Increases credibility as a solid partner of choice and safe home for the registrant’s domains and website hosting
Thank you!

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