ccTLD Promotion – What Works, What Doesn’t?

APTLD Meeting – Dubai
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Adrian Kinderis
Chief Executive Officer – AusRegistry International
"It’s not that we need new ideas, but we need to stop having old ideas."
Unknown

"What is the difference between unethical and ethical advertising? Unethical advertising uses falsehoods to deceive the public; ethical advertising uses truth to deceive the public."
Vilhjalmur Stefansson - Canadian explorer and ethnologist (1879 - 1962)

"Half the money I spend on advertising is wasted; the trouble is I don't know which half."
John Wanamaker - US department store merchant (1838 - 1922)
WHO IS AUSREGISTRY?

AusRegistry
- Registry Operator for the .au ccTLD since July 2002
- Operates .au Domain Name Servers (DNS)
- Consultation to industry and government
- Website: www.ausregistry.com.au

AusRegistry International
- Consults globally on ccTLD operations
- Registry Operator for the Australian ENUM Trial
- Registry Operator for the REC Registry
- Website: www.ausregistryint.com
THE MANY P’s OF MARKETING

Product
• How does it relate to the end users needs or wants

Promotion
• What we are talking about now...

Place
• Sales channel
• Geographic region
• Industry segment
• Market segment – young adults, families, business people
THE MANY P’s OF MARKETING

Price
• Setting a price – including discounts

People
• Service!

Process
• How do your customers purchase the product?

Physical evidence
• How to market a product which doesn’t exist...
MARKETING – EDUCATION – PROMOTION

Why it is important?

- Sales Channel
  - Sales...
  - Sales...
  - Sales...

- Regulatory Authority
  - Promotion of the country’s place on the web
  - Promotion of local content
  - Promotion of local skill
  - Sales... to achieve the above...

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ORGANISATIONAL – WHY US?

Why choose the ccTLD over a gTLD?

• This depends on the values you want to promote:
  • Nationalistic pride
  • Security – Strong Policy
  • Promotion of the IT industry in your nation
  • Promotion as a substitute gTLD
SALES CHANNEL – WHY BUY?

What is your sales channel?

- Registry / Registrar Model
- All in one
- Product offerings
- What value add services are offered by the sales channel?
- $$$ - Value for money
- Brand loyalty / awareness
- Customer service
- Location
REGULATORY AUTHORITY – WHO and WHY?

Who am I?
- What do I do
- Promotion the service
- Service specific

Why come to me?
- To ask questions
- What is the policy body
- Promoting the entity

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PRODUCT – WHY ME?

• Marketing, education and promotion for a ccTLD is “a why choose me?” proposition

• What other choices does a Registrant have?

• There are other name spaces out there:
  • Other ccTLDs
  • Other gTLDs
PRODUCT – WHY ME?

• There are many potential consumers but what is their level of understanding?
  • Multi-nationals entering your market
  • Your government or educational sector
  • Local companies or businesses
  • Citizens

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PRODUCT – WHAT PURPOSE?

ccTLD - To be the country's place on the web

- National pride
- Local content
- Local skills
- Policy that suits the national interest
- National representation

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PRODUCT – WHAT PURPOSE?

Other Purposes

- Commercial propositions for the use of the ISO 3166 country codes administered by IANA
  - .tv
  - .cc
  - .ws
- Alternate to other ‘crowded’ gTLDs
MARKETING – WHAT DO YOU NEED?

• Logos and style guides to assist with the development of the Regulatory Body websites and business collateral

• Logos and style guides for Accredited Registrars

• Consistency of branding, including clear messaging – ensures brand recognition is maximised and marketplace confusion is reduced

• A website is an essential marketing, educational and branding tool – a definitive location to which interested parties can be directed

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REGULATORY AUTHORITY – WHAT YOU CAN DO

Public Awareness and Education

- The Registry Operator or Regulatory Body may choose to execute umbrella marketing campaigns. These campaigns market the ccTLD and do not market a specific provider
  - Advertising campaigns
  - Information Seminars
  - Brochures and promotional items
  - Audio / visual tutorials and podcasts
SALES CHANNEL – FUND CONTRIBUTIONS

Subsidy Programs
- Subsidy Programs offer Registrars a marketing subsidy to assist with their specific marketing campaigns

Co-Op Programs and Marketing Funds Programs
- Co-Op Programs and Marketing Funds Programs are based on domain name sales and rewards Registrars with a bonus when a sales target is reached

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SALES CHANNEL – FUND CONTRIBUTIONS

Marketing Subsidy Programs
• Allows for tight control over the funds and how they are used
• A marketing Subsidy Program allows for the provider of the funds, to require approval for:
  • Types of marketing allowed, mail outs, banner ads, billboards
  • How the aeDA is represented and the .ae ccTLD is portrayed
  • How the logos are utilised
  • Timing and target audiences
  • Budget
SALES CHANNEL – FUND CONTRIBUTIONS

Co Op Marketing Programs

- Rewards Registrars for high domain name sales whilst encouraging Registrars to market the ccTLD
- Registrars are reimbursed for media spend
- For every eligible dollar spent by a participating Registrar, the provider of the funds offers to match that by adding another dollar
- Example: Registrar sends in proof of $10,000 promoting the ccTLD, they will be reimbursed the total of that figure (i.e. $10,000)
SALES CHANNEL – FUND CONTRIBUTIONS

Marketing Funds Program

• The allocation of funds is made by a calculation of the number of new registrations that a Registrar generates in the allotted time.

• A marketing funds program is a retrospective allocation of funds for Registrars who increase the number of domain name registrations over a given period of time.

• Example: In Q3 new registrations from Registrar X generated a cash sale value of $10,000 higher than Q2 registrations, therefore the Registrar will be entitled to 15% of $10,000 as a reward for growing the number of Registrations.
PRE-PREPARED MARKETING

• Examples of pre-prepared marketing:

**Memo: Have you secured the .au domain name for your business yet?**

The most important tool for Australian business is a .com.au domain name. Register yours today!
visit www.mywebname.com.au

**.mobi**
The Domain for Mobile Devices

**CHANNEL YOUR AUDIENCE WITH .TV**
THE NATURAL EXTENSION OF TV ONTO THE INTERNET

REGISTER NOW!
PRE-PREPARED MARKETING

- Examples of pre-prepared marketing:

  - .aero building aviation’s online community
  - for the community by the community
  - Get Your .US Web Address Today!

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mywebname.com.au

mywebname Tutorials

To ensure your registration experience is as simple and easy to understand as possible, the following tutorials have been developed to answer all of your .au webname (otherwise known as a Domain Name) questions. All tutorials are educational and informative and are aimed at helping you achieve the maximum benefit from your .au webname registration.

Simply choose the tutorials that best apply to your business, organisation, or individual needs and begin the Guide Me experience.

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**TUTORIAL 1**
**WHY STOP THERE?**
Having more than one .com.au webname can boost your online marketing.

**TUTORIAL 2**
**STANDING OUT FROM THE CROWD WITH .id.au**
Identity yourself with .id.au webnames!

**TUTORIAL 3**
**WHY .AU**
The advantages of .au for you!

**TUTORIAL 4**
**THE DREAM TEAM**
The Dream Team! Combined .com.au and .net.au strategies!

**Interactive Tutorial**
- Broadband
- Text Based Tutorial
  - Dial-Up (56K)

**Guide Me**

**What is .au?**
What identifies Australians online?

Register my webname / domain name now!
Register a .com.au webname from an auDA accredited Registrar.

‘Let’s Talk Net’ your free podcast guide to the internet from The Australian Domain Name Administrator

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CLEAR AND CONSISTENT

Logo’s for a Purpose
AusRegistry CHARACTER DEVELOPMENT

Character Set

• com.au, asn.au, id.au, org.au
AusRegistry CHARACTER DEVELOPMENT

Character Set
- com.au, asn.au, id.au, org.au
QUESTIONS

“If the circus is coming to town and you paint a sign saying “Circus Coming to the Fairground Saturday”, that’s advertising.

If you put the sign on the back of an elephant and walk it into town, that’s promotion. If the elephant walks through the mayor's flower bed, that's publicity.

And if you get the mayor to laugh about it, that’s public relations.

If the town’s citizens go the circus, you show them the many entertainment booths, explain how much fun they’ll have spending money at the booths, answer their questions and ultimately, they spend a lot at the circus, that's sales.”

- Unknown