Driving innovation and the expansion of the internet through the delivery of world-class Domain Name Registry Services.
ccTLD Marketing – the essentials

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Define the problem

• How to encourage registration growth?
• How to consolidate your market position before hundreds of new TLDs enter the market?
• How to make your ccTLD more relevant to its core target audience?
1. Know your audience

Registrants

• Who are they and what do they want?
  – Conduct research

• What messages will effectively position your ccTLD over other TLD options?
  – National pride
  – Trusted by local market
  – .com is full!
2. Respect your channel

Registrars

• Incentivise them to promote your ccTLD
• Prepare campaigns for them to run
  – white-labellel advertisements
  – provide research to boost registrations
• Give them great service
• Send them leads
• Encourage new registrars
3. Anchor tenants

- High-profile local businesses
- Major local media
- Cultural figureheads
  - Build a PR campaign around their use of your ccTLD
- URL shorteners
  - Global awareness opportunities
  - Create your own?
4. Encourage Registrant Utilisation

• Especially important for IDN ccTLDs
  – Provide FAQs relating to technical usability challenges

• Promote high-quality sites using your domain
  – Website of the week/month competition
5. Create a ccTLD identity

• Focus on the ccTLD as a brand, not just the Registry organisation
• Most Registrars love logos!
6. Celebrate your wins

• Registration milestones
• Uptake by global brands
  – bi.ng – Microsoft URL shortener using Nigerian ccTLD
• Case studies of successful sites using your ccTLD
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