How to Market and Promote your TLD

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Challenges for ccTLD’s

• Getting attention is tough with over 250 TLDs
• Many ccTLD’s are offered without a unique value proposition or branding
• Large Companies typically focus on the most popular ccTLD’s
• Legacy restrictions make it challenging to register
• Manual components to the process are labor intensive
Building Registrar Relationships

• Make it easy to implement
  • Use standards compliant technology
  • No off-standard policies
  • Stable practices that do not change with local politics / conditions

• Provide support and add value
  • Marketing materials
  • Promotional support

• Provide Registrar/Resellers with POC
  • Outreach campaigns
  • Attend industry events
Pricing

• **Sustainable**
  • Be market competitive

• **Premium Names**
  • If possible, allocate names that will provide a favorable impression of your brand and increase perceived value (about.me, O.co, bit.ly)

• **Promotional Pricing Programs**
Pricing – Promotional Programs

• Program types:
  • Point of Sale Discounts
  • Rebates based on sales growth
  • Rebate based on absolute volume
  • Rebates based on specific performance (e.g. email campaign)
  • Combination
Pricing – Promotional Programs

• Help Registrars fund promotional programs **and** make money

• Promote QUALITY business
  • Ensure registrants are using and renewing
  • Ensure Registrars are actively marketing during promo

• Enrollment Requirements
  • Provide evidence of marketing programs
  • Minimum volume requirements
Over 18 million domains under management

Generic TLDs

.info  .org  .mobi
Where the World Goes for Information.  advance your mission

.Asia  .aero
the domain of aviation

Country Code TLDs

.bz  .nic.ar  .in  .lc
.Nic.ar domain registration  .gl  .vc  .me