HOW TO MARKET AND PROMOTE YOUR TLD.

By
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Background of .nu

- Started 1997 by Bill Semich
- Agreement with Niue Government 1998
- Organized as IUS-N and WorldNames Inc.
- Both Registry and Registrar
- Marketing in US as .NEW
- Sudden sales in Sweden
- First digital on-line connection in Niue
Accountability

- ICANN – active participation
- GOVERNMENT – cooperation
- SECURITY – both visual and "real"
- APTLD – active participation
- IGF – monitor and participate
- PEG – update Terms & Conditions
Brand Management

- GRAPHIC PROFILE
- PROTECT THE BRAND
- REGISTRAR AGREEMENT
- MEDIA RELEASES
- CUSTOMER COMMUNICATION
Market Communication

- CO-ADVERTIZING WITH REGISTRARS
- CAMPAIGNS
- EVENTS
- OWN ADVERTIZING
- INNOVATIVE PRODUCTS
- USERS GOOD EXAMPLES
Thank You!

- www.niue.nu
- www.rocketsystems.nu
- www.iusn.org