Case: .VN Promotion on Social Networks

Mai Thu Thuy
Department of Domain Development
mtthuy@vnnic.vn
Social Media in Vietnam

Social Media Penetration in 2019
Based on active users of the top social networks in each country/territory, compared to total population.
Social Media in Vietnam

INDIVIDUAL USE OF SOCIAL MEDIA FOR WORK
PERCENTAGE OF INTERNET USERS WHO USE SOCIAL MEDIA FOR WORK PURPOSES

SOURCE: GLOBALWEBINDEX (Q2 & Q3 2019) FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16-64.
.VN development over the years

Growth rates of ccTLDs in Asia-Pacific region, May 2018
VNNIC’s Facebook official page provides to the community updates of policies, events, announcements... in Vietnamese and English.

https://www.facebook.com/myVNNIC/
.VN promotion on social networks

Two types of Facebook ad promotion:
- VNNIC’s independent campaigns
- VNNIC & Registrars collaboration campaigns

Demography of audience? ←→ Registrant survey
- 20 – 35 years old
- Hanoi & HCM city
- Occupations: designers, CEOs, salesmen, consultants...
.VN promotion on social networks

Online startup with .VN

Register .VN to dominate the market

SEO WEBSITE with .VN
## VN promotion on social networks

### Results of a Registrar after a promotional campaign

<table>
<thead>
<tr>
<th></th>
<th>Jan</th>
<th>Feb</th>
<th>Mar</th>
<th>Apr</th>
<th>May</th>
<th>Jun</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018 (domains)</td>
<td>1502</td>
<td>780</td>
<td>1832</td>
<td>1909</td>
<td>1977</td>
<td>1664</td>
</tr>
<tr>
<td>2019 (domains)</td>
<td>1637</td>
<td>1230</td>
<td>2123</td>
<td>1891</td>
<td>2148</td>
<td>1892</td>
</tr>
<tr>
<td>2019/2018 (%)</td>
<td>109%</td>
<td>158%</td>
<td>116%</td>
<td>99%</td>
<td>109%</td>
<td>114%</td>
</tr>
</tbody>
</table>

### Result after VN promotional campaigns

<table>
<thead>
<tr>
<th>Month</th>
<th>2018</th>
<th>2019</th>
<th>2018/2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>May</td>
<td>1502</td>
<td>1637</td>
<td>109%</td>
</tr>
<tr>
<td>Jun</td>
<td>1230</td>
<td>1891</td>
<td>116%</td>
</tr>
<tr>
<td>July</td>
<td>2123</td>
<td>2148</td>
<td>109%</td>
</tr>
</tbody>
</table>

*VN promotion on social networks*

*Results of a Registrar after a promotional campaign*

*Result after VN promotional campaigns*
.VN promotion on social networks

Measurement of effects:
- Like & followers
- Conversion rates
- Number of domain registrations
- Public awareness
Recommendation for Registry

- Participate actively to social media
- Understand Registrars and Registrants
- Choose the appropriate contents
THANK YOU FOR LISTENING!