APTLD77 – Channel Marketing Practices for ccTLDs

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What is Channel Marketing in .au?

Channel marketing is the avenue by which our product (.au) is promoted though our registrar and reseller partners.

.au Co-Marketing Program:

• **Voucher**: To assist in the promotion of .au – up to the value of $25,000

• **Grant**: To assist in growing .au – up to the value of $250,000

• **Rebates**: To assist in reducing the cost of .au domain name registrations through incentivised discounts
.au Co-Marketing Program

Proven marketing strategies that have worked for our channel include:

• Integrated marketing
• Brand partnerships
• ISO certifications
• Out of Home advertising
• Social media/search/display advertising
• Market research
Channel marketing in .au

.au = TRUST

Through a combination of the right people, the right culture and the right resources, .au supports a business model that encourages:

- Fairness
- Consistency and
- Integrity

The right people  The right culture  The right resources
The benefits of using registrar/reseller channels in .au

• Allows for direct engagement with a local channel that offers meaning for local registrants

• A local offer means that relationships with customers through our channel remain strong

• Presents an opportunity for our channel partners to upsell with value added services (eg web hosting, SSL etc)
The future of .au

- Engage in new approaches to registrar/reseller channel marketing
- Re-evaluate our offer as the channel grows
- Continue to support the .au channel through active involvement.

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Thank you.