Marketing ccTLDs

Sharing Resources among ccTLDs

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CENTR

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ccNSO Members Meeting
Seoul, Korea

CENTR is the world's largest association on Internet Domain Name Registries. CENTR has over 50 members, each of them responsible for the operation of the country code top level domain in their country. CENTR members account for over 80% of the country code domain registrations worldwide.

What is marketing?   - 5 minutes on google …

'The management process responsible for identifying, anticipating and satisfying customer requirements profitably'

'Satisfying needs and wants through an exchange process'

'Management process through which goods and services move from concept to the customer'

'Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large'

'to market = to make goods available to buyers in a planned way which encourages people to buy more of them, for example by advertising'

….

Conclusion: Marketing is more than promotion

Domain names are everywhere all the time ….

…. but people don't know what a domain name is!

…. and have no idea that and how they can get their own domain name!

Sharing resources between registries

How can we help as regional organisation?

Sharing resources between registries

How can we help as regional organisation?

Bringing people together

inform about marketing initiatives members

facilitiate information sharing

collect information

Growing part of the agenda of the
CENTR Administrative workshop
dedicated to marketing

Why not bring the 'marketing people' together?

Amsterdam, 2 June 2009

Stockholm, 4 November 2009

CENTR workshop dedicated to Marketing

$\Rightarrow$ sharing of ideas / best practices / experiences

$\Rightarrow$ Cooperation to create awareness on ccTLDs

$\Rightarrow$ Setting up ccTLD Marketing repository

$\Rightarrow$ …

CENTR ccTLD Marketing Repository

"a ccTLD marketing database CENTR members can consult when compiling their marketing plan or preparing their initiatives"

Content of the Repository?

one-page info sheets

-> description of the campaign

-> tools (print, online, tv, radio | tv
ads, direct mailing, postcards,
letters sent, online ads, adwords, ...)

-> evaluation initiative

-> assessment of tools

-> costs

-> agency

-> contact person at the registry

-> ....

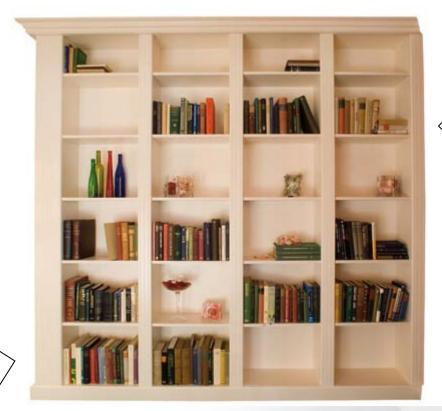Requirements for the repository:

    -> easy accessible

    -> well structured, tagged, categorised

    -> …

Experiences

Description of the initiative

Assessment of tools

Self evaluation of the initiative

To go live end 2009

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Thank you for your attention!

More about CENTR at
http://www.centr.org

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