

# Marketing and communication activities

DNS Entrepreneurship Center  
Cairo, 8 April 2015



# Agenda

- Marketing the intangible
- Marketing options
- Communication actions

# Exercise 1 (20 min)

- What is your customer segment ?
- And why do you believe that is the right customer segment to reach out?

# Marketing the intangible





# The challenge

- Raising awareness
- Improve domain name literacy
- Increase registration volumes
- Consolidate renewal rates

# The ultimate truth

- TLDs are not the easiest product to advertise
- Intangible products that cannot be seen, tasted, felt, heard or smelled
- Well integrated in our daily life, but still many people are not aware of them
- A big marketing challenge!

# Your market “item”

- New registrations
- Renewals
- Boost brand recognition, educate people about your TLD and increase awareness
- ...

# Your market objective

- Registrars or registrants?
- A campaign targeting registrars must be “highly business oriented”
  - Use a business driven language
- A campaign for registrants can be more “emotional”
  - Keywords like:
    - *Inform*
    - *Educate*
    - *Attract*
    - *Engage*
    - *Reward*
    - *Entertain*

# Zone your business

- To what kind of registrant would you like to address your campaign?
- A campaign that is meant for SMEs and professionals should be different from a campaign for students or public bodies
- The “call for action” factor

# In the buying shoes

- Always think to create a buying environment rather than a selling one
- Never criticise other TLDs (brands). Just explain you can talk and guarantee about your TLD on which you can deliver brilliantly

# The buying environment

- If you target the end-users/possible registrants, understand what they need the domain name for, who are going to be its users (their market)
- Remember:
  - *The memorability of a domain name may make the difference in the long term*
  - *Its availability*
  - *SEO has become a real science*

# Branding or rebranding your TLD





# Rebranding your TLD

- Not a saturated market ?
- Not a domain name literate market ?
- Competitive price and good local support network
- It might be the right time to rebrand your TLD by:
  - *Evaluating the potentials at local level*
  - *Further engaging with industry leaders to highlight the importance (and advantages) of having a local TLD*
  - *Giving a new – and more appealing – image to your TLD*
  - *Expanding your market network to promote it at international level*

# Monitoring your actions



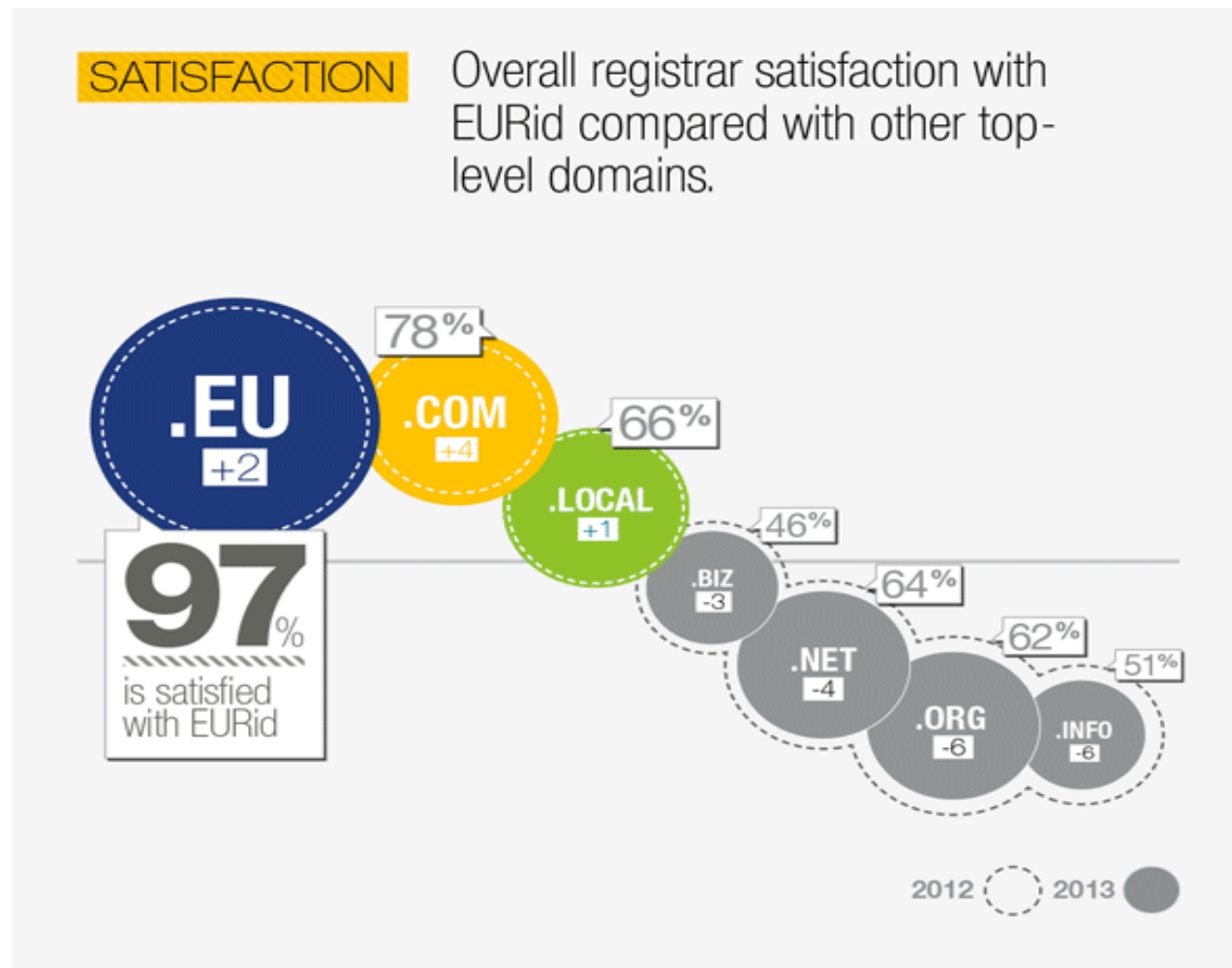
# Monitoring your marketing actions

- Monitoring and assessing your marketing actions is an incredibly valuable process to:
  - *Investigate what went well/wrong*
  - *Steer ongoing initiatives differently*
  - *Plan the future*
  - *Understand the TLD perception and competitiveness in the market*

# Monitoring tools

- Survey among your registrar community
- Statistics and analytics on CTR and impressions of online marketing campaigns
- Visits of the campaign landing page
- Brand and awareness surveys (pay attention to cost)
- Onsite surveys
- Website usage

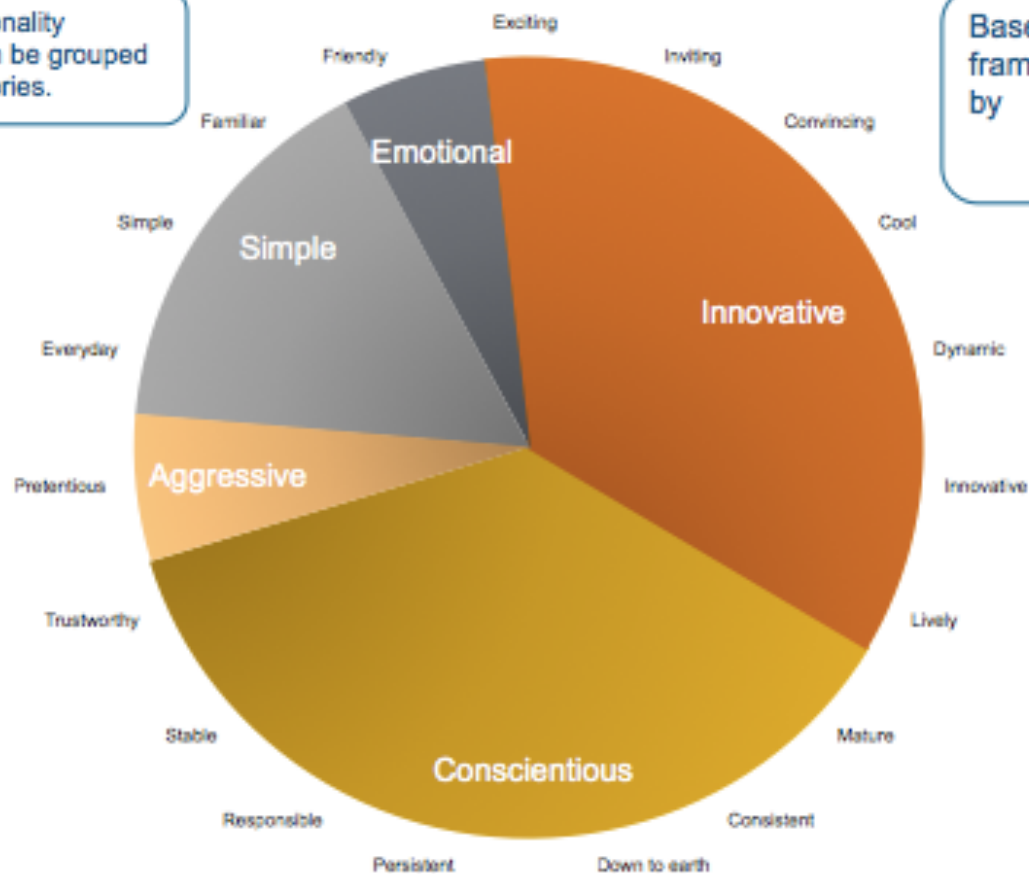
# Example 1: Registrar survey (4)



\*End 2013

# Example 2: Brand survey (1)

19 brand personality statements can be grouped into five categories.



Based on a scientific framework developed by

**Vlerick Leuven Gent**  
Management School

# The “marketing monitoring ultimate truth”

- Have surveys, charts, ad-hoc measurements, metrics
- Cope with registrars remarks if you do not selly your TLD directly
- Assess results against objectives and standards, market segments
- But at the end, there will be always a part of your activities it is not possible to monitor

B2B marketing B2C marketing Metrics social media Advanced ROI Case studies The basics marketing mix sports 6 c's Definitions groundswell Doodles What is it? collaboration customer centricity eSporters Budget Dashboard In the news Privacy Transparency conversations Books CPX Decision making Lead conversion Media Reputation Strategic marketing events experts success Agency Buying cycle CIM Cookies Corporate Governance Digital Google Loyalty Measurement SEO Trust Values experience sales videos Ads Advertising Assignment CPS Crisis Cycling EU Fan connection Football Goal Internet KCG KPI Keywords Lead Generation Management Mission NOC NSF Olympics Philips Publishers Research Search Security Sports marketing Strategic Intent Vision alignment content convenience creation mind maps price

# Marketing options





# Options

- Printed
- Online
- Via social media
- Billboards
- Participation in events
- ...

# What is the best channel for your needs?

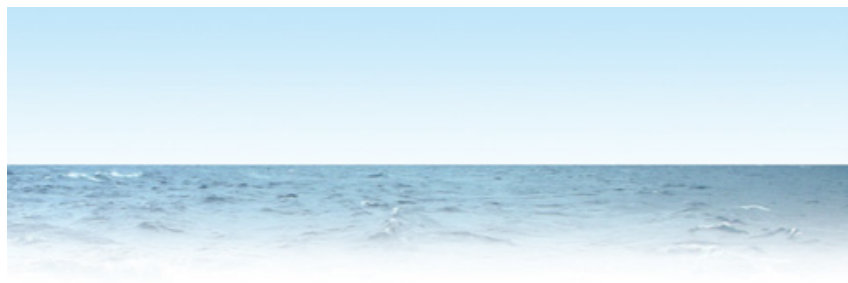
- Take into account:
  - *Message (slogan)*
  - *Time*
  - *Customer target*
  - *Budget*
  - *Need to monitor the campaign carefully*

# Example: European airports

- Airport campaign: Brussels, Copenhagen, Milan Linate, Munich



# Further examples: Flyers on trains in Slovakia



*[www.8dovodov.eu](http://www.8dovodov.eu)*

EURid je neziskovou organizáciou vybranou Európskou Komisiou pre správu domény **.eu**. Už od spustenia v decembri 2005, **.eu** rýchlo obsadila miesto ako jedna z najväčších európskych domén. V súčasnosti je zaregistrovaných približne 3 miliónov domén **.eu**.

**.eu**  
Your European Identity



**.eu**  
Your European Identity

# Further examples: Picture competition in Estonia





## Further examples: Branded buses in Lisbon



## Further examples: Participation in fairs/events



# Further examples: The comic strip

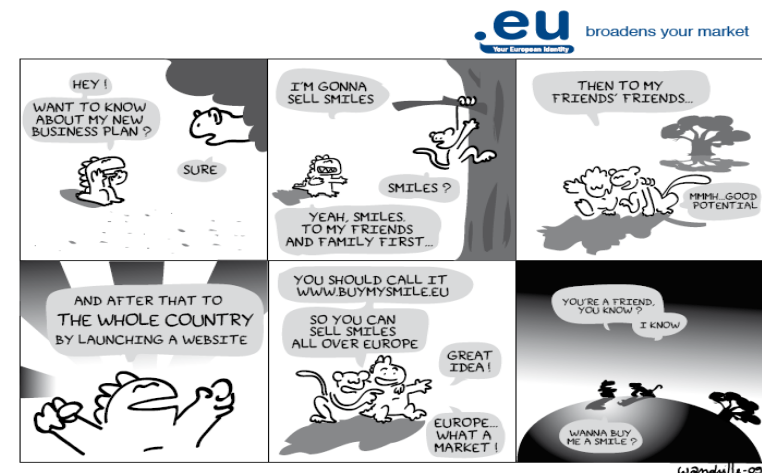


wandville-09



# Further examples: The comic strip

- Funny stories were developed on the base of the “8 reasons to choose .eu” brochures. Each comic strip was linked to one slogan:
  - *.eu helps attract customers*
  - *.eu shows that you are European*
  - *.eu is practical*
  - *.eu broadens your market*
  - *.eu lets you streamline your websites*
  - *.eu speaks your language*
  - *.eu raises your visibility*
  - *.eu equals quality*



# Further examples: The European school



EE Bruxelles III



## Further examples: Postcards in AT and NL



# Question

- Which of the actions in the examples did go better than the others?

## Exercise 2 (30 min)

- What is the best marketing option for your TLD?
- First think about what element of your TLD to market
- Remember:
  - *Message (slogan) ?*
  - *Time ?*
  - *Customer target ?*
  - *Budget 30 000 USD*
  - *Need to monitor the campaign carefully: YES*



## Case study





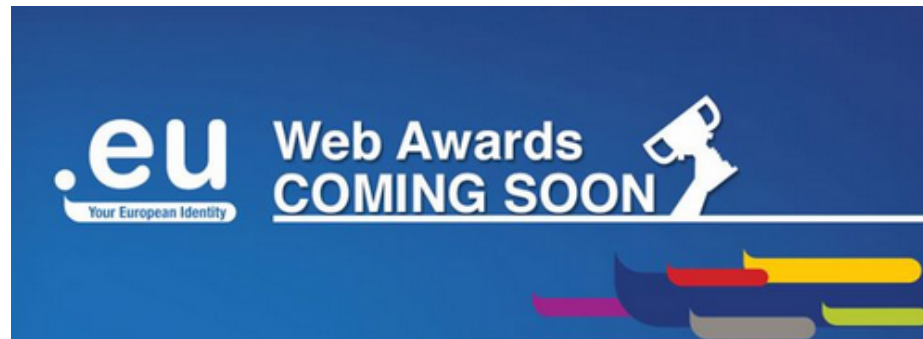
# Key elements of the Awards

The .eu Web Awards project:

- Rules, announcement and launch;
- Nominations process, results;
- Categories and prizes;
- Jury and selection criteria;
- The Awards ceremony;
- The winners.

# Rules, announcement and launch

- **The .eu Awards Rules;**



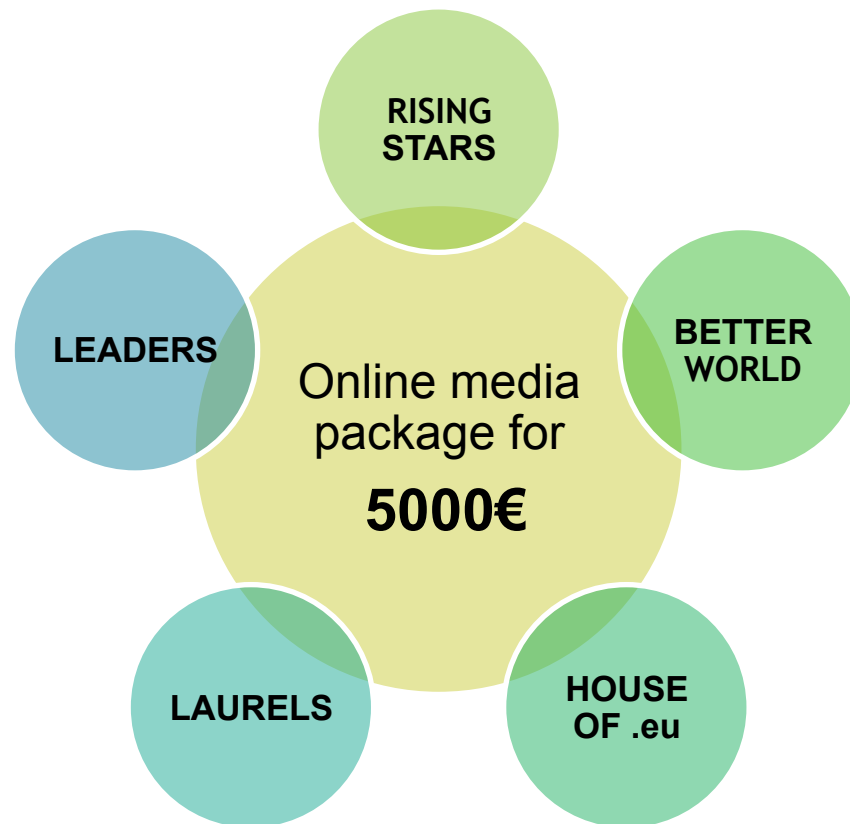
- **Announcement** made during ICANN 50 in London;
- **.eu Web Awards** launched on 23 June 2014 during the .eu Annual Registrar Dinner.



# Nominations process

- **Nominations period:**  
23 June - 5 September 2014
- **Eligibility:**
  - Any individual aged 18 years and over, resident in a Member State of the **EU, Liechtenstein, Iceland or Norway** and who had accepted the awards rules, could nominate a .eu website for participation in the .eu Awards, with the exception of employees of EURid, members of the jury and their respective family members
- **Entries via online form on eurid.eu**
- **3 finalists chosen by the number of votes they received**

# Award categories and prizes



# Conclusion

- The .eu Web Awards: a powerful marketing tool
  - *Boost Registry's credibility and status;*
  - *Raise .eu awareness and profile;*
  - *Attract partners and end-users;*
  - *Provide content for various Communications platforms;*
  - *Ensure PR coverage;*
- The Awards ceremony:
  - *Represents a great networking opportunity;*
  - *Is a chance for celebration and reflection;*
  - *Motivates people at different levels;*
  - *Provides visibility;*
  - *Creates buzz and content for social media platforms*  
*...and much more.*

# Communication strategy



# Towards structured communication

- Produce a yearly plan
  - Include all selected communication avenues in the plan
  - Liaise with external PR company for news distribution
  - Set goals in terms of PR activities
- Ensure communication consistency throughout the chosen channels

# The perfect site ?

- Separate section for registrars and registrants (plus dedicated extranet for registrars)
- Assess regularly if your site is user-friendly against the customers you like to cater
  - Information accessibility
  - Information updates
  - Information quality
- Revamp it regularly (It's a website!), but do not change dramatically its structure

# News and PR

- Think about the message you like to deliver and the target audience
- Think about the language to be used
- Think if you really like to communicate it from a transparency and accountability perspective
- News and PR should complement your actions and therefore, must serve to boost them or to reassure some stakeholders

# The “perfect” PR

- « To the point »
- Main news in the very first paragraph
- Avoid terms that can generate sensitivities or liabilities
- A quote is valuable
- Boilerplate and PR contact



# Expanding the registry communication channels: the social media revolution

## Sharing our experience



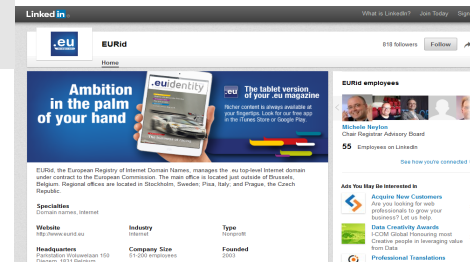
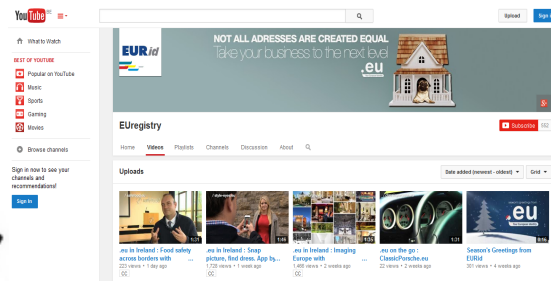
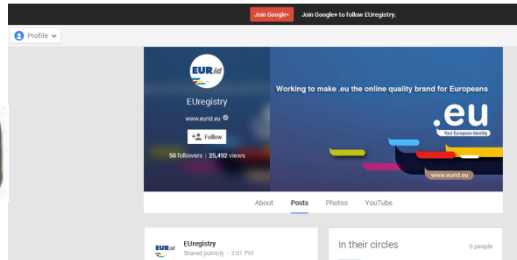
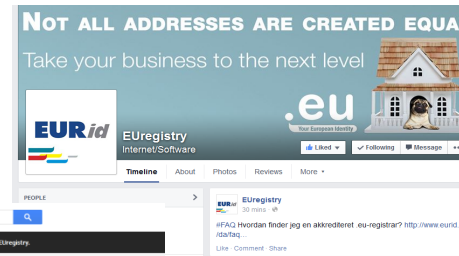
# Topics

- How we started, some statistics
- EURid and .eu on Social Media
- 2014, the turning point
- .eu on Facebook
- .eu on Twitter
- .eu on YouTube
- The future
- Conclusions

# EURid and .eu on Social Media



# 2014: the turning point



# .eu on Twitter

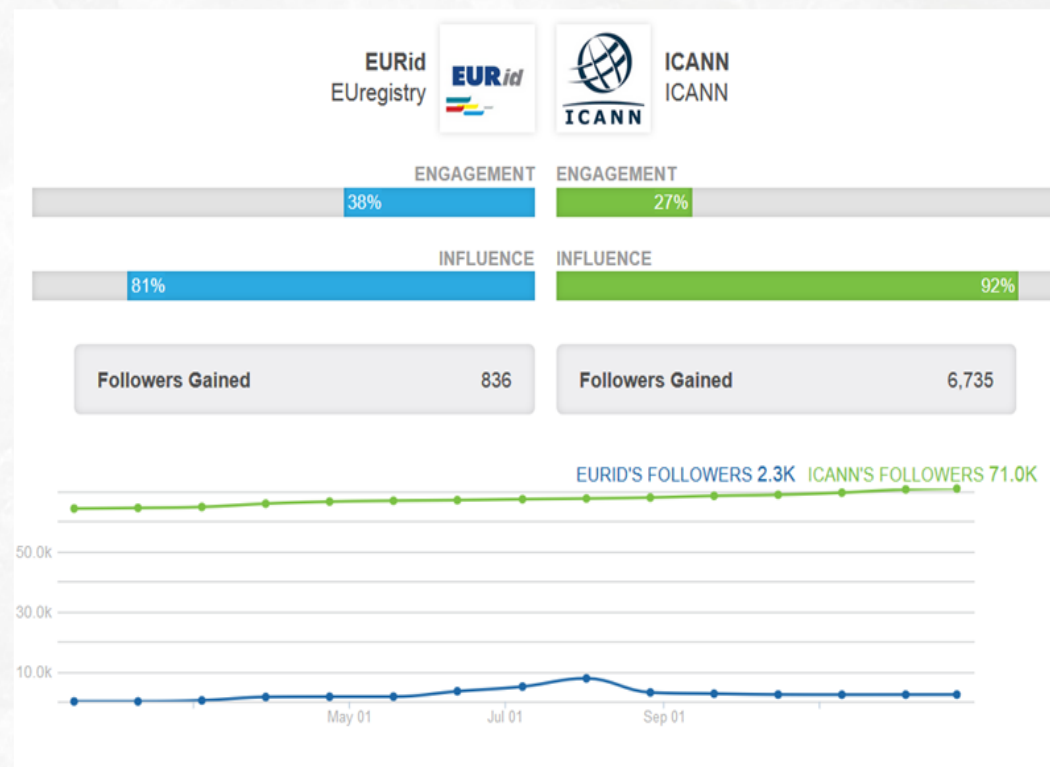


## Our most retweeted and favourited tweets



# A look at our industry

## Comparison: ICANN



Source: SproutSocial



# .eu on YouTube



Lifetime (Mar 11, 2010 – Jan 5, 2015)

## Performance



VIEWS  
905,146 ▲



ESTIMATED MINUTES WATCHED \*  
660,455



SUBSCRIBERS \*  
520

## Engagement



LIKES \*  
534



DISLIKES \*  
118



COMMENTS  
238 ▲



SHARES \*  
244



FAVORITES ADDED  
228 ▲



FAVORITES REMOVED  
45 ▲

# .eu on YouTube: What is there to say?

- History of EURid audiovisual communication
- 6 years of testimonials
- Online (EURid site) and offline (presentations)
- People talking about their choice for .eu



# .eu on YouTube: What is left to say?

- .eu for convinced Europeans
- Values of .eu dependent on the perception of Europe
- Big business follows their customers

## **.eu on YouTube: What the testimonials have in common?**

- Not necessarily .eu
- Entrepreneurship
- Starting things
- Connecting to other people and organisations
- Where we want to be with .eu: When you start something = definition of our mind-space

# .eu on YouTube: Start something

- Stake out new territory: Start something
  - With positive, engaging content
  - Spread ideas - connecting ponds into sea into ocean
- How? Take an interest in what people are doing
  - Show the ‘virtual’ community
  - Contribute something of value

# .eu on YouTube: Where does .eu come in?

- .eu
- Communicates aspirations, goals and identity
- But these values only get meaning if there are actions behind them
- The European internet domain name extension as building block

## Conclusions: #doitproperly

- ***Connect*** via social media as ***relationships*** ***might be more powerful than marketing***
- Engage regularly with your stakeholders
- If you like to go social media, **do it properly!**
- Being present and active in the social media is a **true job**

## Exercise 3 (30 min)

- Draft two press releases
- One to react to press speculations about an unexpected interruption of the registration services
- One to inform about your participation in a IT fair

Giovanni Seppia  
[giovanni.seppia@eurid.eu](mailto:giovanni.seppia@eurid.eu)

