



.PR 30 Years & Running

Joe Alagna

Marketing for ccTLDs

About Afilias

- Founded in 2000
- HQ – Ireland
- Global footprint
- 22M+ names
- 200+ TLDs

Business Lines

- Registry Operator
- Registry Services
- Secondary DNS

TLDs Afilias is involved with...

Generic and New gTLD Examples

As Registry Operator



Generic, New TLD, and Country Code TLD Examples

As Registry Service Provider



Five Pillars:

1. Transparency
2. Reach
3. Unhindered
4. Secure
5. Technology



- “Gentlemen,
This is a football”
- Sorry,
Is this a football?
- Just kidding,
This is a football.




Why is Marketing Important to Us All?

1. Revenue Can Be Used for Good

- A. Running a successful registry is not free
- B. Regardless of character, we all need money;
 - For-profits
 - Non-profits or Universities - for whatever cause
 - Governments - to rely less on taxes – to do good things

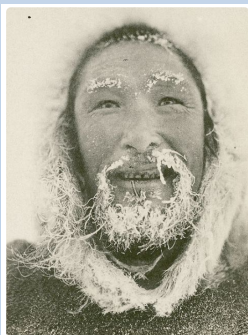
2. It Can Be Used Up and Down

What is Marketing?

1. Understanding Your Client
2. Finding and Understanding Your Story
3. Believing in Your Story
4. Transference of Feelings
5. Marketing  Evil.

What is Marketing?

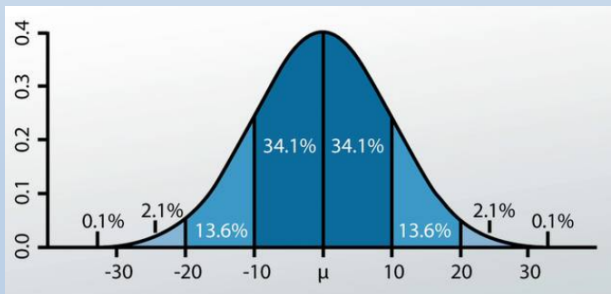
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Can a great salesperson
sell ice to an Eskimo?

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Does your product
need to be Perfect?

4. You Need to Be Clear About Your Objectives

What Can You Ask For?

- to write about your ccTLD on their blog.
- to promote your ccTLD in their newsletter.
- to bundle your ccTLD with others.
- to train their employees on your ccTLD

What Can You Ask For?

- to use your ccTLD for their website(s).
- to know why your ccTLD is better than .com.
- to offer value pricing for your ccTLD
- to like you so they'll want to help you.

What Can You Offer?

- Pricing for Prominence.
- Remember TOMA.
- Look for (good) reasons to stay in touch.
- Be as original as you can.
- Create end user demand.
- Don't compete with them on price.



Thanks for listening!
Questions?

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