

# **.ORG Marketing Update January 2009 – ICANN Rome**

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Head of Global Sales

# AGENDA

- » Grow with .ORG!
- » Registrar Resources & Tools
- » .ORG Marketing Update

.ORG Update – ICANN Rome

# **.ORG GROWTH & REGISTRAR RESOURCES**

## Invest in the Growth Engine

- » **While the world was on recession watch for most of 2008...**
  - .ORG continued its steady growth rate at >15%
  - .ORG drove through the 7 million domain name mark
  - 80% active sites, 85% renewal rate
- » **In the meantime...People continued to buy and build on .ORG addresses, to collaborate on local and global issues**

# Let's Grow Together

## » Let's Align in '09

- Let's meet and build a **coordinated marketing plan** to increase your .ORG domain sales and link them to many up-sell opportunities
- Let's talk about ***your* target growth markets**
  - Geographic
  - Verticals
- We'll bring in our brand research data to share with you



» **Be a part of our continued growth in 2009 with .ORG promotions**

## Registrar – Q&A

- » **Do you have product tools & resources offered through your reseller portals?**
  - We feel it important to provide resellers the ability to market .ORG domain names on their websites with our text, banners, and marketing tools
  
- » **Do you continually have to schedule updates for those tools & resources when new product information is launched?**
  - We have found many registrars do not update their reseller portals with information because it is too time consuming for their web developers to manage

***Then the .ORG Marketing Resources Tool is for you!***

# Why?



» .ORG, The Public Interest Registry is dedicated to bring you resources and tools to effectively market .ORG domain names and help your resellers market .ORG domain names on their websites to increase .ORG domain registrations, renewals, and website usage.

*We've built a comprehensive library of information, online tools and resources to help you effectively build your .ORG online presence through our Registrar Relations Area*

**COMING SOON!**

Multi-language .ORG marketing text in Spanish & German and .ORG Branding Research



Registrar Relations Area

## Registrars

[.ORG Registrar Marketing Resource Center](#)

The .ORG Registry has developed a Marketing Resource Center to help registrars effectively market .ORG domain names. We invite you to take advantage of the tools in our Marketing Resource Center to help increase your .ORG domain registrations, renewals and website usage.

We hope you find these tools helpful, and again, we thank you for your help in bringing the world of .ORG to your customers. Please visit our Registrar Marketing Resource Center often. We will be adding new tools on a regular basis.

We have negotiated special pricing just for Registrars with some of our Resource Center Partner. For more information, please contact your Account Manager or email [resources@pir.org](mailto:resources@pir.org)

**.ORG Style Guide & Logos**  
Access a variety of .ORG Logos

**.ORG Style Guide & Logos (zipped file)**

**.ORG Graphics**  
Make your .ORG landing pages and .ORG promotions come alive with .ORG graphics

**.ORG Graphics (zipped file)**

**.ORG Messaging**  
Lost for words? Use our approved .ORG content to carry the .ORG message to your registrants.

**.ORG Registrar Marketing Text**

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# Challenge!

- » IT'S A TIME CONSUMING PROJECT TO KEEP RESELLER WEBSITE PORTALS UPDATED



- » *The .ORG registry devised a tool to answer this challenge to provide resellers with marketing tools & resources to sell .ORG domain names and have **real-time** updates available.*
- » *No other registry is delivering materials to registrars in such an effective way.*



# We want your input!

» ***Contact Nayla for more information on the .ORG Marketing Resources Tool***

– Nayla Foster, Head of Sales

– Email: [nfoster@pir.org](mailto:nfoster@pir.org); Phone: +1 (813) 760-5457

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# **.ORG MARKETING UPDATE**

# Raising the Awareness...

» **Resource Center & Partnerships**

» **Outreach for .ORGs**

– Branding efforts to build the .ORG Community and global awareness



## *.ORG Showcase Members*



» .ORG (the Public Interest Registry) enables companies to be trusted providers of information and experience to the .ORG Community & Sales Partners.

» The focus of the Showcase is to provide the .ORG Community resources on how to develop, grow and optimize their .ORG presence online and facilitate relationships with .ORG Sales Partners

# .ORG Showcase Members

» **Showcase Members include:**

» WikiPatterns



» Kintera



» Avectora



» Idealist.org



» American Marketing Association

» Fundraising123 (Network for Good)

» SixDegrees.org

» KickApps

» Mixx.com



# .ORG Advocates and Ambassadors

» **Advocates** will be people such as Dan Kaminsky, Beth Kanter, and Steve Crocker that represent expert views on issues that are important to the .ORG Community and Domain Name industry.

» **Ambassadors**, by contrast, will consist of those who represent .ORG's key values and the focus will be on the company itself, and not individuals. Examples: Nobliss (chose to rebrand as a .ORG instead of a .COM), Wikipedia, VideoLAN.org, and celebrity supporters like Dale Earnhardt, Jr.

The screenshot shows the homepage of 'The .ORG Blog'. The header includes the .org logo and navigation links for 'Home' and 'Company'. The main content area features a post from Tuesday, Dec 9, 2008, at 11:00 am, titled 'It's Just Better To Be a .ORG'. The post is by ORG Ambassadors & Advocates under the categories .ORG Community, Domain Names, Internet, and World Voices. The post content includes an interview with Jake Brewer, Chief Digital Officer of the Energy Action Coalition, and a mention of the Energy Action Coalition's national campaign. A sidebar on the right contains an 'Archived Entry' section with post date, category, and a 'Do More' section for user interaction. Below the sidebar is an 'Authors' section listing Alexa Raad, CEO and Crystal Peterson, Marketing & Communications Manager.



# Webby Awards Official Sponsor



## » Official Sponsor of 2009 International Webby Awards

- Official Webby Awards in June
- International .ORG Networking & Branding opportunities

The Webby Awards is the leading international award honoring excellence on the internet.

Since 1996, organizations in the **.ORG community** have been recognized:

- Over 100 organizations have been nominated for a Webby
- Over 35 have been winners across the award categories



### SITE SEARCH

Search [webbyawards.com](http://webbyawards.com)

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*"It's a night designed to be as dynamic as the Internet itself."*

- Fox News



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### SELECTED WEBBY PROFILES OF WINNING .ORG WEBSITES



Click on an active logo to go to a profile.

Together with our newest partner, .ORG, The Webby Awards present a showcase of past and present winners from the .org family of websites, where people turn to find credible information, get involved, fund causes and support advocacy. Each week we will profile two Webby-winning .org websites and feature interviews with some of the people behind your favorite and most useful .org brands.



#### Webby .Org Nominees

.ORG and the Webby Awards are proud to present a list of this year's .org nominees, a grouping of over 60 websites representing categories across the entire spectrum of The Webby Awards. [See the full list now!](#)



#### Interview: Jake Brewer

Jake Brewer of Idealist.org was kind enough to answer our questions about his organization and its role in the .org community. Check out the interview now!



#### Interview: Viveca Novak

Read the interview with Viveca Novak, Deputy Director of Annenberg Political FactCheck.org about her site's role as an integral online political watchdog.



#### Interview: Robert Rosenthal

An interview with Robert Rosenthal, Director of Communications of VolunteerMatch.org, a vital community asset for those seeking to give their time towards the greater good.

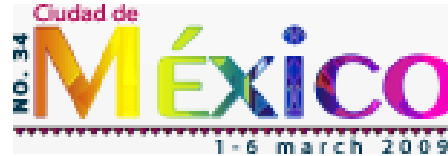
# We look forward to seeing you soon!



## Events & Activities to find the .ORG Team

### » January

- DOMAINfest Global



### » February

- Black Hat DC
- CENTR Barcelona



### » March

- ICANN Mexico
- GovSec 2009
- THE Conference on Marketing



### » April

- INTA
- NTEN NTC 2009





**Thank you!**

*Advance Your Mission*