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
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 \textbf{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; 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.
Showcase Members include:
- WikiPatterns
- Kintera
- Avectra
- Idealist.org
- American Marketing Association
- Fundraising123 (Network for Good)
- SixDegress.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.
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
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