Marketing your ccTLD
The DotPH Experience

JOEL DISINI
How the Message Evolved
How the Message Evolved

1. Protect your trademark
2. Shorter is better
3. Choose the right name for your business
1. Protect your Trademark
BBDO Guerrero Ortega

Multi-awarded agency known for creating subtle ads that make people think
Register your domain name before somebody else does.
Register your domain name before somebody else does.
Register your domain name before somebody else does.
Register your domain name before somebody else does.
Register your domain name before somebody else does.
Register your domain name before somebody else does.
The domain you typed in does not exist and is available for registration.

To register it, click here.
To search for the page you need, click here.

Protect your identity. Register your domain name now.
We've got you covered.

Protect your brand from cybersquatters who plan to make money off your brand. Get 4 domains for the price of 3 with the dotPH Brand Protect Program.
MAKE YOURSELF IMPOSSIBLE TO MISS.

Drive traffic to your website. Buy all the available extensions of your precious domain name and have them lead directly to your page.

Want a good deal? Get 4 domains for the price of 3 when you avail of our latest promo.
MARK YOUR TERRITORY

Keep cybersquatters away and let everyone know who and where you are with the dotPH Brand Protect Program.

Buy 4 domains for the price of 3. That's a cool $70 off your purchase.
2. Shorter is Better
SHORTER IS BETTER.

Get a shorter, more memorable domain name at www.dot.ph
Shorter is Better

- Radio Ad for a ‘Travel Agency’
Shorter is Better

- Radio Ad for a ‘Travel Agency’
Shorter is Better

- Radio Ad for a ‘Salon’
Shorter is Better

- Radio Ad for a ‘Salon’
Shorter is Better

- Radio Ad for a ‘Pharmacy’
Shorter is Better

- Radio Ad for a ‘Pharmacy’
http://www.jeez it's tough when you've got a diff name online.com
http://www.
someone bought my
domain name and is
selling it to me for a
a million bucks.com
http://www.
i can’t believe that so many companies are named prosperity and someone beat me to it.com
http://www.
see how i have
mangled my
company name just
to get into.com

dotPH
Get it on the dot.
3. Choose the Right Name for your Business
Dont violate your name online.

Keep it nice and simple @ dotPH
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Keep it nice and simple @ dotPH
Your chances of scoring that domain name you want are better at dotPh.
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3b. Infomercials to help a business choose the right name
which Search Engine Term is more popular: 
CebuPacific or CebuPacificAir?

Searches  Websites

cebupacific, cebupacificair
Tip: Use commas to compare multiple search terms.

Scale is based on the average worldwide traffic of cebupacificair in all years. Learn more

Worldwide Search
which Search Engine Term is more popular: ‘Cebu Pacific’ or ‘Cebu Pacific Air’ or ‘Cebu Pacific Airlines’?

Searches  Websites

Scale is based on the average worldwide traffic of cebu pacific air in all years. Learn more

Worldwide Search
Google Search for ‘cebu pacific’ in Singapore

Cebu Pacific
Cebu Pacific brings people together through an affordable and reliable mode of travel, a consistently fun-filled experience delivered with a true heart and...

Another Cebu Pacific Nightmare Story - Thailand Forum
7 posts - 6 authors - Last post: 25 Apr
Another Cebu Pacific Nightmare Story: Well I'm sure everybody remembers when the airport closed to protesters a few months back.
www.thaivisa.com/.../Cebu-Pacific-Nightmare-Story-t258232.html - Cached - Similar

Cebu Pacific Air - 21 Aug 2009
Cebu Pacific Credit Card Problem Fixed - 9 Aug 2009
Cebu Pacific - 3 Apr 2009
Clark (angeles Philippines) To Bangkok With... - 15 Jan 2009
More results from thaivisa.com »

Success Story: Cebu Pacific Air - Jbsen & Jessen Communications...
Jbsen & Jessen Communications has helped Cebu Pacific Air set up an IP telephony solution to support their growing call centre needs...
www.comms.jjsea.com/rhapsody_display.asp?id...BAC6... - Cached - Similar

TTG ASIA - Cebu Pacific to launch new Vietnam-Manila flights
“I believe Cebu Pacific will land at Ninoy Aquino International Airport and to connect to Cebu, passengers will have to exit the airport, take a bus ride to...
www.ttgasia.com/index.php?option=com_content...id... - Cached - Similar
Google Search for ‘cebu pacific’ in Japan

**Smart Magazines Buhay - LnB binigyan na access sa Cebu Pacific** - [Translate this page]
Sa ilalim ng kasunduan, na nilagdaan kamakailan lang, ang LnB ay binigyan ng kaukulang access sa Online Booking Facility ng Cebu Pacific. ... smart.marmeid.com/.../lnb-binigyan-na-access-sa-cebu-pacific/ - Cached - Similar

**Cebu Pacific Air to Operate between Kansai and Manila - 3rd LCC to ...** - [Translate this page]
On October 24, the Ministry of Land, Infrastructure, Transport and Tourism announced that Cebu Pacific Air, a Philippine airline, has been granted ... en.airportnews.jp/headline/44/ - Cached - Similar

**Philippine low-cost airline to start flights to Japan › Japan ...**
Japan has agreed to allow Cebu Pacific Air of the Philippines to launch flight services to Japan, the transport ministry... www.japantoday.com/.../philippine-low-cost-airline-to-start-flights-to-japan - Cached - Similar

**FS9 Cebu Pacific A320 Ldg at WMKK Rwy14L 画像 - GAZOTUBE.com**
Sorry for the poor quality.. maybe anyone can tell me how to make it better? I do use FRAPS..** While I'd upload the video without any music, ... www.gazotube.com/x29N053O_so.html - Cached - Similar

**テクノラティ：「macuha.com」のブログ記事検索結果**
Pacific Sucks by Epinions 7. Usability Fail (Cebu Pacific Air) by Life in Cebu 8. Cebu Pacific Fail by Markku Seguerra 9. Cebu Pacific's Very Poor Services ...
CEBU FLIGHT
Search Flight Times & Compare Rates- Save Money
www.TripAdvisor.com

*FLIGHTS TO MANILA*
Are You Looking For A Flight To Manila? Find Cheap Tickets Here!
Search.Excite.co.uk/ManilaFlights

MANILA FLIGHTS
Find cheap flights deals to Manila Search airlines and book online!
PlacesOnLine.com

PHILIPPINE AIRLINES
Easy Search & Posting: AyosDito Free Job Posting, No Sign Ups!
www.AyosDito.ph

BORACAY ISLAND - PROMO
4-7day from US$399 for 2. Transfers Brkfst Pool Free-Wifi Cruise Rides
www.BoracayBeachClub.com

DISCOUNT FLIGHTS
Departing from Manila, over 100 destinations. Instant confirmation!
www.asiatravel.com
What marketing people think

“After spending millions in advertising, the public will easily remember our domain name.”
which Search Engine Term is more popular: CebuPacific or CebuPacificAir?

Searches  Websites

Scale is based on the average worldwide traffic of cebupacificair in all years. Learn more

Worldwide Search
which Search Engine Term is more popular: CebuPacific or CebuPacificAir?

Searches

Scale is based on the average traffic of cebupacificAir from Philippines in all years. Learn more

Local Search
Which search engine term is more popular: ‘Cebu Pacific’ or ‘Cebu Pacific Air’ or ‘Cebu Pacific Airlines’?
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How much revenue is lost by Cebu Pacific because of a lame choice of domain?
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Measure the amount of advertising required to generate the kind of type-in traffic that cebupacific.ph and cebupacific.com would get.
How much revenue is lost by Cebu Pacific because of a lame choice of domain?

- Measure the amount of advertising required to generate the kind of type-in traffic that cebupacific.ph and cebupacific.com would get.
- Measure the amount of ticket sales that lost type-in traffic would have generated.
cebupacificair.com

Tip: Use commas to compare multiple websites.

cebupacificair.com

Daily Unique Visitors

20 K

10 K

What is the Advertising value of Cebu Pacific’s lost type-in Traffic?
Google Trends indicates cebupacificair.com has 13T visitors daily. Assume 15% of that is type-in.
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* The local advertising rate is $5/cpm.
What is the Advertising value of Cebu Pacific’s lost type-in Traffic?

* Google Trends indicates cebupacificair.com has 13T visitors daily. Assume 15% of that is type-in.
* The local advertising rate is $5/cpm.
* Assume 4% clickthrough rate
What is the Advertising value of Cebu Pacific’s lost type-in Traffic?

* Google Trends indicates cebupacificair.com has 13T visitors daily. Assume 15% of that is type-in.
* The local advertising rate is $5/cpm.
* Assume 4% clickthrough rate
* For every person that types cebupacificair.com, 3.2 will type cebupacific.ph
What is the Advertising value of Cebu Pacific’s lost type-in Traffic?

*S* Google Trends indicates cebupacificair.com has 13T visitors daily. Assume 15% of that is type-in.
*S* The local advertising rate is $5/cpm.
*S* Assume 4% clickthrough rate
*S* For every person that types cebupacificair.com, 3.2 will type cebupacific.ph
*S* $(13k)(30)(3.2)(0.15)=187.2K$ lost visitors/month
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\[(13k)(30)(3.2)(.15) = 187.2K \text{ lost visitors/month}\]
\[(187.2k)/(.04) = 4,680K \text{ impressions/month}\]
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- \((187.2k)/(.04)= 4,680K \) impressions/month

\[ \text{lost traffic} = \$23,400/\text{month or } \$280T/\text{year}. \]
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- Assume 4.3% conversion rate. (that is, for every 100 visitors to cebupacificair.com, 4.3% buy a ticket.)
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- 187.2k lost visitors/month = 8,049 lost passengers/month.
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P2.8M lost income/month or $676T/year.
What is the value of cebupacific.ph?

Use Taylor series to solve. Let $p =$ interest rate the Cebu Pacific can get on their money (US$).

$$\frac{1 + P}{P} = \sum_{w=0}^{\infty} \frac{1}{(1 + P)^w}$$
What is the value of cebupacific.ph?

Use Taylor series to solve. Let $p =$ interest rate the Cebu Pacific can get on their money (US$).

\[
\frac{1 + P}{P} = \sum_{w=0}^{\infty} \frac{1}{(1 + P)^w}
\]

If the interest rate is 5%, the cebupacific.ph is worth ($676T)(1.05)/(.05) = $14.2M
thank you

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