.cz 2009 marketing activities

CZ.NIC
Pavel Tuma
pavel.tuma@nic.cz
28. 10. 2009
Contents

- Co-marketing programme
- “Good domain” awareness campaign
Co-marketing Reasons

- Problems with communication/promotion
- Poor knowledge of the end user
  - Very few (unreliable) data in the registry
- Can not sell the product
  - Must redirect some where else
  - “Choose one of these XX registrar”
- Domain is a part of the package
Co-marketing Concept

• Registrars prepare and execute own campaigns

• Criteria
  - Min. 50% dedicated to .cz
  - No other TLD registrations
  - Public campaign

• Costs sharing
  - Up to 50% of the costs
  - Up to 20 000 EUR
Co-marketing Examples
Co-marketing
Examples

.CZ doména s webovými stránkami za méně než 10 piv na celý rok!

.CZ Doména + hosting + redakční systém za 249 Kč

A na dvě piva ještě zbyde.
Co-marketing Examples

Spoléhejte raději na profesionály, obraťte se na nás. Nyní k novému webhostingu nebo serverhostingu .CZ domény ZDARMA!

Ceny již od 100,- Kč měsíčně

www.spravadomen.cz

Co-marketing
Lessons learned

- Local registrars only
- Most by big registrars (taking all 20 000 EUR)
- Very few applications OK when received
  - Too general, formal issues, late
- A debate on conditions in beginning ...
  - ... common sense later
- No conclusion yet ... still ongoing
- Future plans depend on registrar evaluation
Good domain
Reasons, target group, concept

• Very low own domain benefits perception
• General awareness increase
• Target group
  - 15+ years (focus 15-35)
  - Is there really a target group?
  - Suitable form
• Concept
  - Microsite www.dobradomena.cz
  - Virtual “IT guy” explains the benefits
Good domain
Budget, timing, media

• Budget 45 000 EUR
  - 50-50 production-media
• Timing 9-10/2009
• Media
  - Internet banners
  - Social networks
  - Print
  - Outdoor
  - PR
Good domain
Lessons learned

- Only online media work
Good domain
Lessons learned

- Social networks can create communities

![Facebook - Friends](chart1)

![Facebook - Wall comments](chart2)
Good domain
Lessons learned & future plans

• Other ways of online advertising?
• Marketing media PR mostly
• Feed for bloggers
• Success can't be measured by registrations
• Own websites are good promotion (#6, 5%)

• Future plan: Follow up – DNSSEC, IPv6, ENUM
Thank you

Questions?

Pavel Tuma
pavel.tuma@nic.cz