Marketing Efforts to Promote a ccTLD: .MX
Background - Mexico Domain Names’ Market

**KEY POINTS:**
- gTLD’s strong competition
- Important price differentiation of .MX vs. gTLDs.
- Near location with USA → influence on Mexico’s community behavior

<table>
<thead>
<tr>
<th></th>
<th>2005-Jan</th>
<th>2009-Sep*</th>
</tr>
</thead>
<tbody>
<tr>
<td>.MX</td>
<td>43%</td>
<td>50%</td>
</tr>
<tr>
<td>gTLDs</td>
<td>57%</td>
<td>50%</td>
</tr>
</tbody>
</table>

*Estimated

2003 Marketing Area
2005 Commercial Direction

329% (between Jan 2004 and Sep 2009)
Strategic Planning Decision 2005

Satisfy customer needs

To make .MX a competitive ccTLD

Services Attributes
- .MX Reopening
- High Service Availability
- Standard Holdership Scheme
- Standard EPP

Commercial Strategies
- Registry / Registrar Model
- Segmentation
- Customer Satisfaction
- Brand Positioning
From Inside to Outside

More than 180 NIC México’s Accredited Registrar’s

<table>
<thead>
<tr>
<th>Services Attributes</th>
<th>Holdership Scheme</th>
<th>Provisioning Protocol</th>
</tr>
</thead>
<tbody>
<tr>
<td>2005-2007</td>
<td>Co-holders</td>
<td>NIC MX API</td>
</tr>
<tr>
<td>2008</td>
<td>Registrants</td>
<td>Standard EPP</td>
</tr>
</tbody>
</table>

More than 180 NIC México’s Accredited Registrar’s

*We believe that every one inside our organization must be committed with the customer.*
Commercial Strategies, since 2003

- **2003 →**
  - Gathering Information

- **2004 →**
  - 1st Awareness Campaign
  - 1st price promotion
  - 1st Segmentation

- **2005 - 2008 →**
  - Brand Positioning
  - Communication Improvements
    - Monthly Newsletter
  - More than 10 price promotion
  - Advertising Campaigns
  - Website Improvements
  - Market Research
  - Public Relations
  - Customer Orientation

- **2009 → .MX Identity**
www.___________.com.mx

¡Hazte Notar en el mundo!

Registra tu dominio .mx desde $6 USD por año. Sólo septiembre.

Nic México te invita a conocer las promociones que sus distribuidores autorizados tienen para ti. ¡Regístralo ya!

Últimos días

Date conocer a través de Internet
Del 1 al 30 de abril
Aprovecha la promoción

Registra tu dominio .MX desde $6 USD por año

Date conocer a través de Internet
Del 1 al 30 de abril
Aprovecha la promoción

Con tus contactos. Hazte notar.

Muéstrale al mundo con quién estás.
Marketing Strategies

2008

Improve on RTY & RAR Services
3 Big Rocks

- Standardize RTY Services
- .MX Brand Strategy & Positioning
- Customer Orientation

.CHEKLIST:
- Registry / Registrar Model
- Segmentation
- Customer Satisfaction
- Brand Positioning
- High Service Availability
- Standardize Holdership Scheme
- Standard EPP

.MX Reopening
.MX Reopening

- **Objective**: To impulse .MX domains and to open up the variety of the available services for NIC Mexico's customers.
  - End users were interested about it
  - More attractive vs current options (\.com.mx, .org.mx, etc.).

- Re-open domain name registrations directly under .MX
  - services.mx
  - proposals.mx
  - products.mx
  - ideas.mx
  - xyz.mx

- **www.reopening.mx**
Reopening Process - Phases

- **Sunrise**: Reception of Applications
  - Current domain name holders
- **Quiet Period**: Applications Process; Objection Process
- **Landrush**: Open registration to general public

**MUSTS:**
- Short time to Set Up/No complexity
- Resources’ Optimization
Managing and Optimizing the Budget ➔ Media Mix

- **Massive Media**
  - Billboards, Magazines, Radio

- **Online Advertising**
  - Diversity on Websites and Journals Online, Social Networks.

- **Direct Marketing**
  - Emails, flyers, direct phone calls, so on.

- **PR Efforts**
  - Press Releases, Media Alerts, Informative Newsletters, Interview’s with main media.
Customer Orientation

Speaking their language & Reinforcing Key Benefits

- **Direct** identification with Mexico on the Internet
- **Shorter and easier** to remember.
- No related to a unique type of organization.
- More domain names availability.

Costumer is the most important and valuable asset at NIC Mexico
Reopening Results

- Increase on .com.mx registrations, despite global economic context
- More people talking about .MX
  - Viral effect regarding campaigns
  - Buzz online
- Bonus for .MX Positioning

<table>
<thead>
<tr>
<th>Fecha</th>
<th>.com.mx</th>
<th>.gob.mx</th>
<th>.net.mx</th>
<th>.edu.mx</th>
<th>.org.mx</th>
<th>.mx</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>30-sep-2009</td>
<td>279584</td>
<td>4960</td>
<td>419</td>
<td>6103</td>
<td>14309</td>
<td>56083</td>
<td>361458</td>
</tr>
<tr>
<td>31-agos-2009</td>
<td>275580</td>
<td>4918</td>
<td>420</td>
<td>6015</td>
<td>14204</td>
<td>51505</td>
<td>352642</td>
</tr>
<tr>
<td>31-jul-2009</td>
<td>272778</td>
<td>4870</td>
<td>423</td>
<td>5945</td>
<td>14119</td>
<td>50659</td>
<td>348794</td>
</tr>
<tr>
<td>30-jun-2009</td>
<td>269041</td>
<td>4842</td>
<td>428</td>
<td>5866</td>
<td>14021</td>
<td>26089</td>
<td>320287</td>
</tr>
<tr>
<td>31-may-2009</td>
<td>267625</td>
<td>4801</td>
<td>432</td>
<td>5759</td>
<td>14008</td>
<td>15137</td>
<td>307762</td>
</tr>
</tbody>
</table>
Results - Commercial Strategies

- Growth of .MX domain names registrations

- Brand Positioning (.MX):
  - .MX Domains → 1st option for potential clients.

- Brand Positioning (NIC México):
  - Progressive Increase on Top & Share of mind.

- Increase on Website traffic:
KEY Learnings

Through the execution of price promotions and advertising campaigns, NIC Mexico has learned:

- To create awareness of .MX domain names without a large budget.
- To identify variables to increase .MX domain names demand.
- To evaluate market’s behavior through different stimulus (all oriented to increase the .MX domain name registration)
- To understand price elasticity on .MX domain names registrations.

ROI Optimization
**KEY Learnings**

- Customer orientation has implications on the organization’s structure.

- Process must be organized according to the organization’s objectives and our customers needs.

- Structures oriented to each market segment.
Thanks!!
nortiz@nic.mx
www.nic.mx