



# Growing a Sustainable ccTLD: The Rebirth of .ng

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# Introduction


To succeed as a ccTLD, an organization needs to align its strategies based on technology and sales and marketing operations.

The marketing strategy of NiRA was developed by reviewing the organisation from three major areas:

- Marketing and communication;
- Administrative and legal;
- Technical



# Objectives of the strategies

- Increase awareness of .ng in the market
  - Convert the idea of .ng from being just a desire to becoming a necessity to the market
  - Promote the active usage of .ng.
  - Identify what sector has the most potential in the market
  - Generate new market opportunities
  - Gain at least 60% of the market for domain name sales originating from Nigeria.
  - Increase the size of the worldwide adoption of .ng domain names
  - Survive the current challenge from competitors.
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# NIRA's 4 pronged Strategy

This presentation will briefly analyse NIRA's new marketing strategies for the .ng brand.

The strategies are:

- Enhance the Corporate image of .ng
- Advocate and Promote the adoption of .ng
- Leveraging on Partnership with Registrars
- Strengthen and Maintain the integrity of .ng



*.ng corporate identity is the  
passport to brand awareness and  
recognition.*

# Media Strategy 1: Enhancing the corporate image of .ng

# Objective

The objective is to multiply and enhance the communication channels towards all stakeholders thereby increasing

- Brand awareness
- Product Visibility
- Publicity and
- Knowledge of .ng



# Strategy

The Marketing strategy deployed to archive the objectives

- Conduct various awareness campaigns using
  - Traditional media:
    - Print Advert, Television Interviews, Radio, handbills and Billboards
  - New and unconventional media:
    - Digital marketing through Social Media , Newsletter, Youth Empowerment programs, Sponsorship
- Development of a new logo design that reinforces the product on offer (The .ng logo)
- Redesign of NiRA Website with focus on .ng
- Synergised marketing communication for NiRA advert and promotional items to focus on the SLD's



The basis of a **Democratic State.**

.gov.ng



Set-up a domain with **Security.**

.mil.ng



Are you **Organized?**

.org.ng



Restricted Area. **Secure Your Territory.**

.net.ng



We are here to **help** you.

.sch.ng



Domain Names are our identity on Cyberspace! **Claim yours today.**




Smart protection starts with a **Commercial.**

.com.ng



Have you got your **.ng NAME?**

.name.ng



Claim your **Identity?**

.i.ng



Domain Names are comparable to **Real Estate.**

.ng



Using a **mobile tool** is a medium for creative ideas.

.mobi.ng



**Powerful tool** which can change the world.

.edu.ng



*The use of .ng as the primary domain will sustain the use of .ng and create a demand for the acquisition of new .ng domain names.*

## Media Strategy 2:

Advocate and promote the adoption of .ng

# Objective

- It become imperative that the marketing strategy adopted must focus on increasing the number of .ng domain name sales and ensure that majority of the .ng domain name sold are used as the primary domain name.
- The objective is to play an active and dynamic role in promoting .ng and set up an integrated outreach strategy to promote the sales and usage of .ng



# Strategy

Carry out direct marketing for external clients

- Through Roadshows
- Through Influencer meeting sessions

Government buy-in Initiative

- Switch to .ng initiative

Conduct network marketing programs

- Through .ng scout program
- Through NiRA ambassador program

Conduct various sales and promotional offers

- This is targeted at specific SLD (.name.ng)



*If the big names can run with us  
and the small names can rise with  
us, why not take the chance with  
us. Get your .ng today*

Media Strategy 3:

Strengthen and Maintain the  
integrity of .ng

# Objective

- Sustain and continuously improve the level of trust people have for the .ng brand in order to unremittingly sustain the growth and envisaged adoption of .ng.
- Ensure .ng product and the organization, NiRA is renowned for its high level of consistent integrity.



# Strategy

- Crisis Preparedness Plan
- Compensation for Aggrieved Customers
- Customer Visibility Programs
  - Testimonials from end-users will be encouraged for marketing purposes.
- Center for Research and Development
  - NiRA Library
  - NiRA Academy



*NiRA Accredited Registrar benefit*

- *Marketing and Communication*
  - *Financial*
  - *Training*
  - *Incentives*

Media Strategy 4:

Leveraging on Partnerships  
with Registrars

# Leveraging on Partnerships with Registrars

Co-operative awareness campaign in partnership with relevant accredited Registrars is deployed regularly.

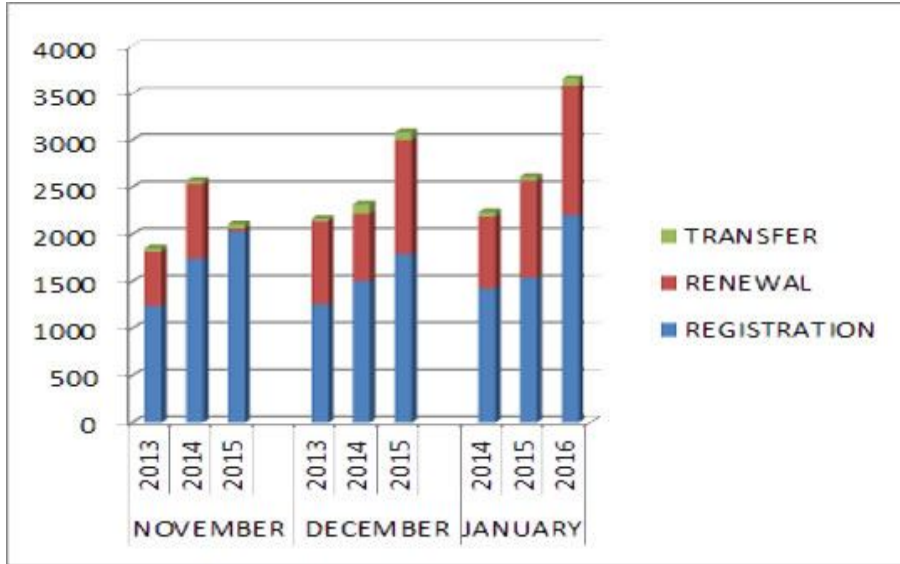
Accredited Registrars participate in order to drive continuous brand awareness, visibility and knowledge of .ng through joint trainings with NIRA, Exhibitions and Seminars

Partnership opportunities in the following areas

- Training
- Exhibitions and NiRA fair
- Seminars
- Continues review of .ng domain name sales



# .ng domain name sales



The graph indicates the domain name registrations and renewals for January 2016.

In January 2015, NiRA had

- 1,542 new domain registrations,
- 1,029 renewals and
- 41 transfers.

In January 2016, NiRA have

- 2,203 new domain registrations,
- 1,375 domain renewals and
- 80 transfers.

This buttresses the point that the awareness and appreciation of .ng is on the increase. There are more companies advertising their .ng domain names.



We connect you  
to the world

The .ng registry

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“Mile by mile it's a trial; yard by yard it's hard; but inch by inch it's a cinch”

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- *Anonymous*

# Thanks!

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