



DOMAIN REGISTRY

Internet Identity For All

**Marketing Updates: Role of Channel Management  
& New Media**

**ccNSO members meeting, 22 June 2010  
(Tuesday), Gold Hall, Brussels , Belgium**

## **Brief Updates: Approach / Strategy of .my DOMAIN REGISTRY for 2010**

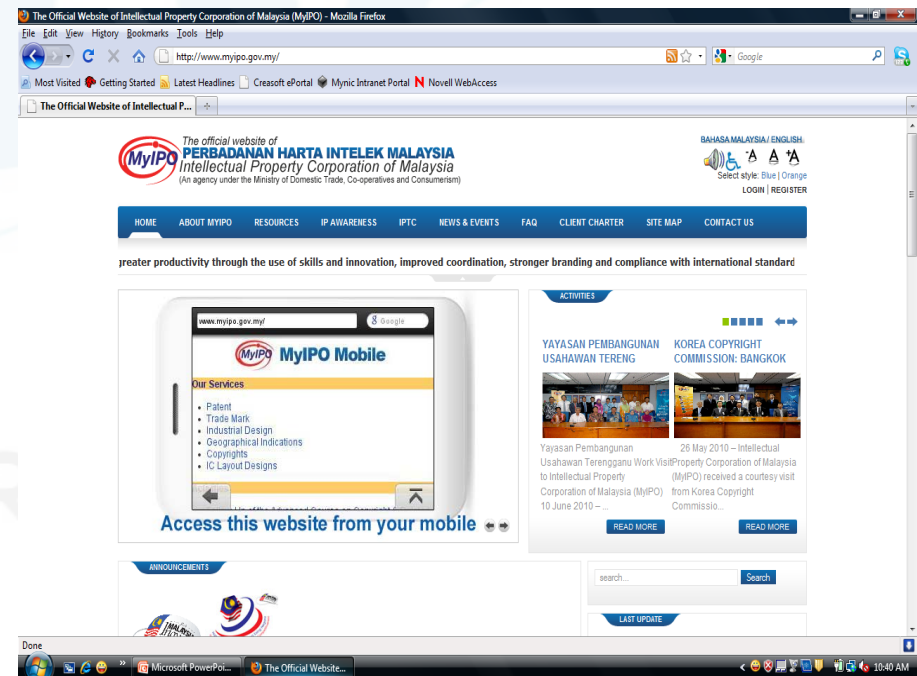
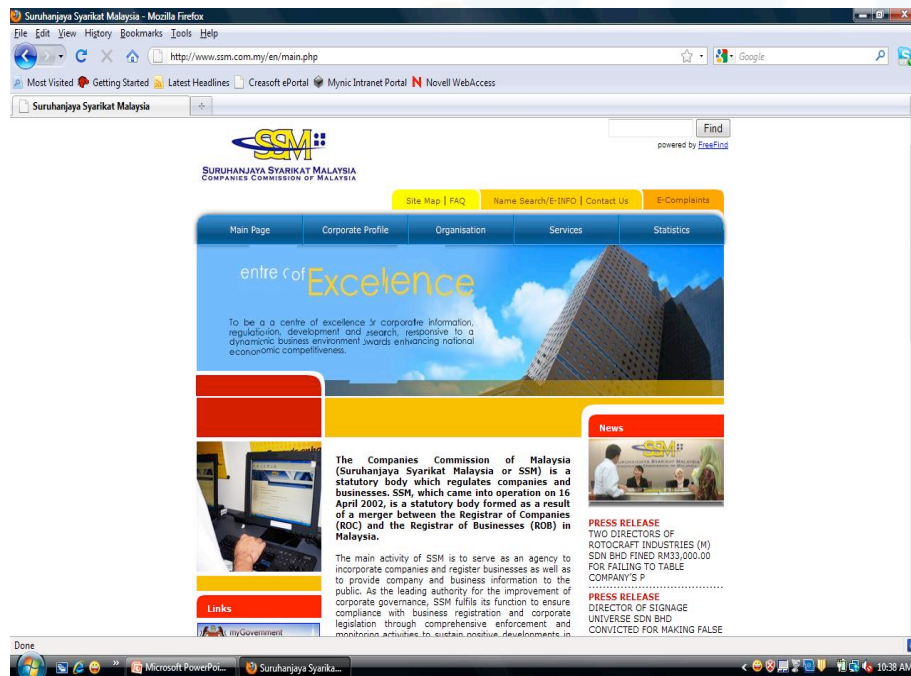
- 1) Focus on 2 main concepts for 2010:-
  - a) Utilizing the word “my” as a definition - “of, belonging to, made by, or done by me”
  - b) Cyber-squatting / Fear factor approach
- 2) Main focus is to engage in BTL activities (limited marketing budget and increasing media costs) – price promotions, Point-of-sale displays, loyalty incentives, competitions and prizes
- 3) Main target market - SME/SMB
- 4) Another main focus - to explore / fully utilize channel management and the new media

## Role of Channel Management

- 1) .my does not operate on a business model that includes registrars
- 2) domain name registrations have to be made via our resellers
- 3) identified the need to have a channel management department, newly created effective 1<sup>st</sup> June 2010
- 4) expand the role of resellers – provide more support & get them involved in .my's activities
- 5) data gathering / mining – market feedback, issues, barriers, trends & competitors

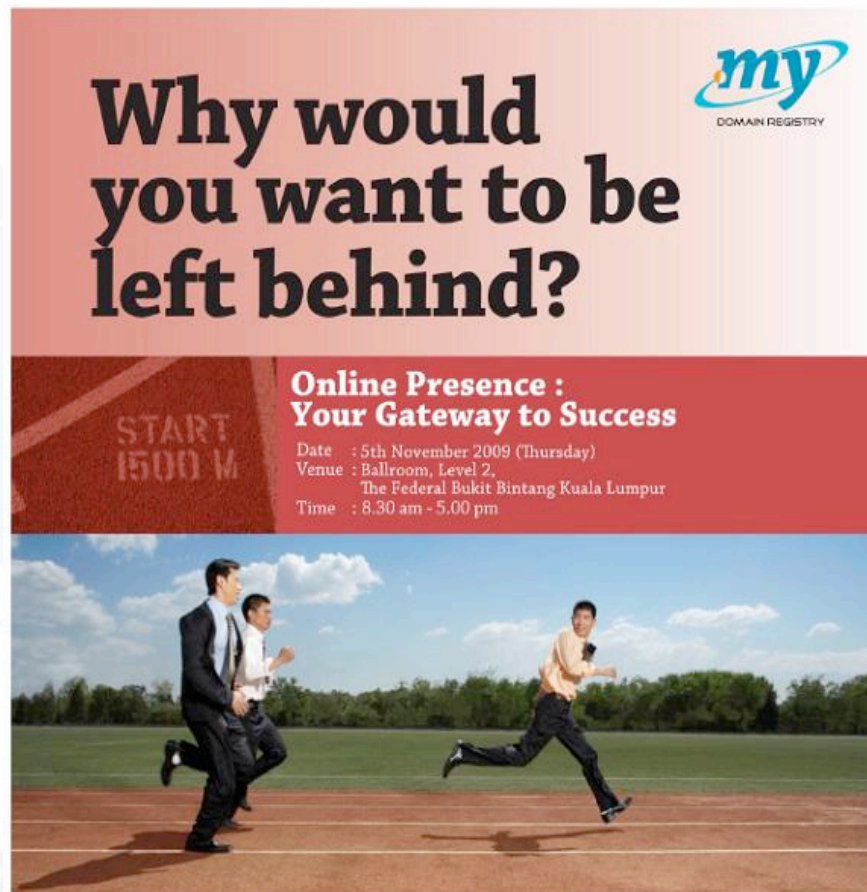
# Role of Channel Management

- 6) explore potential co-marketing partners to be converted to distribution channel



## Seminars

- 1) Organize a road-show type of seminar
- 2) Co-market, co-organized & supported by industry players



**Why would you want to be left behind?**

**Online Presence : Your Gateway to Success**

Date : 5th November 2009 (Thursday)  
 Venue : Ballroom, Level 2, The Federal Bukit Bintang Kuala Lumpur  
 Time : 8.30 am - 5.00 pm

**A domain name is just a name... right? Wrong.**

Make no mistake about it: the Internet has changed the way everyone interacts. Your electronic address is part of your brand, your online identity. Think about it. What do you do when you are looking for a company or a person online? If nothing comes up in the first search instance, you may as well not be on the Web at all, but that's not all; you also have to protect your online brand. Internet identity theft is the fastest

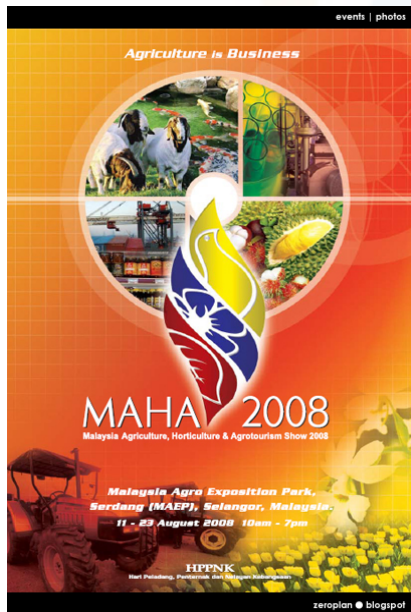
Find out:

- Updates on Electronic Commerce (E-commerce) in Malaysia
- What the regulatory landscape is like in Malaysia for Internet names
- The importance of having a .my domain name
- How you leverage your .my web address as your brand personality
- How you leverage on SSM's E-Logdment Services to benefit your businesses & companies
- Whether ignorance of social media & its impact on businesses & marketing, is like us at your own peril!
- How to tackle cybersquatting and whether policies need to be improved and



# Events

- 1) Participate in mostly B2B events
- 2) Exception of PIKOM PC Fairs (Association of the Computer and Multimedia Industry) – B2C event



## Guerilla Marketing

- 1) Instead of money, the primary investments are time, energy, and imagination
- 2) Combined with other marketing tool(s) for maximum impact
- 3) Technique will be used in some of .my's events to attract attention



## Role of New Media – Social Media

- 1) Its capabilities for **marketing** are not entirely tapped but possesses huge potentials for future development
- 2) Offers huge potential benefits from reduced costs and enhanced performance
- 3) Interactive marketing opportunities beyond websites (vlogs - video blogs, forums, podcasts, mobile computing and even virtual reality)
- 4) Allows consumers a greater public voice and role - opportunities for marketers as groups share, sell, and swap goods and information digitally (Example: .my DOMAIN REGISTRY women entrepreneur online marketplace)



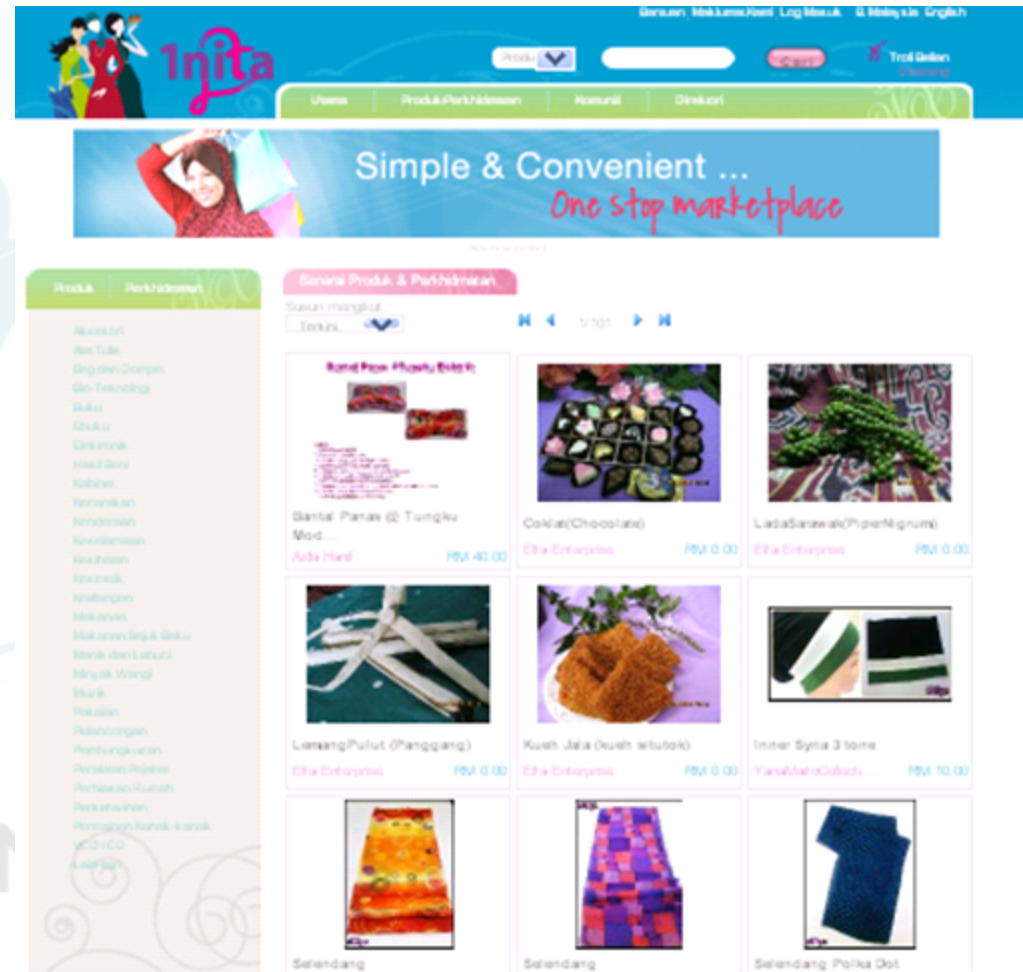
<http://www.1nita.my>

Community portal developed for women entrepreneurs in Malaysia

Partners:-



Supported by:-

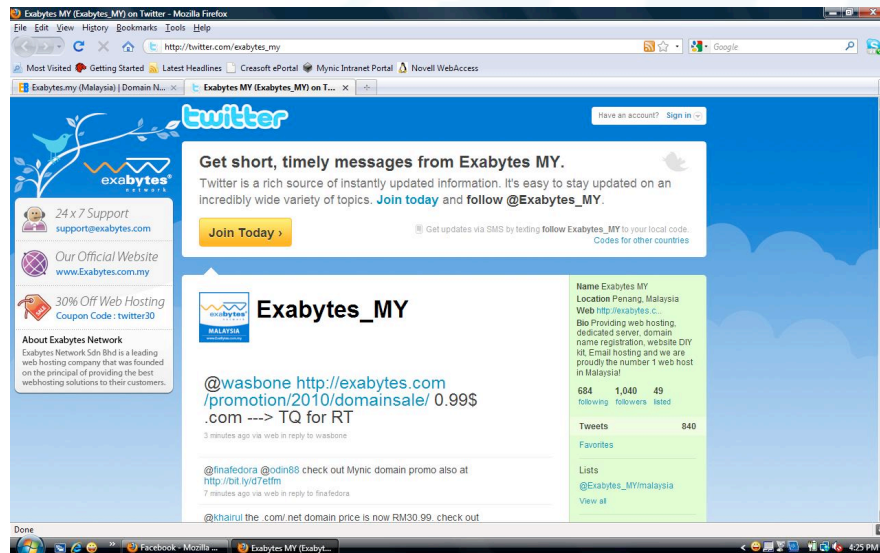


## Role of New Media – Social Media

- 5) Experimenting/Exploring with Facebook
- 6) .my DOMAIN REGISTRY internal facebook for company employees ready but still exploring twitter and other forms of social media
- 7) Plan to use it as a communication tool to make us more accessible and visible - providing interaction that customers look for
- 8) Creates a personality and relationship behind the brand - encourage repeat-subscribers and customer loyalty
- 9) Will be integrated with other vehicles of marketing

## Role of New Media – Social Media

- 10) Twitter's planned main usage for .my – monitor & informed PR issues / problems in real-time
- 11) Facebook's planned main usage for .my – drive traffic to corporate materials via status updates and to create surveys



# Blogs

- 1) Evaluating bloggers events in line with company's objectives
- 2) Receives feedback & comments
- 3) Feed for bloggers



28 - 29 July 2010  
Berjaya Times Square Hotel, Kuala Lumpur, Malaysia  
Keynote Address by YABhg Tun Dr. Mahathir Mohamad





The background features a stylized globe in shades of blue and purple, with a grid of latitude and longitude lines. In the foreground, two hands are shown shaking, symbolizing agreement or partnership. The hands are rendered in a semi-transparent, light blue/grey color, blending with the globe background.

# THANK YOU!

**Shahril Omar**  
**shahril@domainregistry.my**  
**yeo@domainregistry.my**  
**www.domainregistry.my**

**Watch us at**  
**<http://www.youtube.com/ccnso>**  
**myDOMAINREGISTRYvideo.wmv**