.FI Marketing Overview

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Marketing Strategy

- There are academic marketing strategies
  - Awareness -> Interest -> Evaluation -> Trial -> Adoption
  - 4 Ps
  - 5 Ms
  - ...and many more useful marketing tools

Source: Kotler, Marketing Management
.FI Marketing Strategy

- No resources for complete marketing strategy
- But there is another method:

- "Try and learn" method

- = have a campaign and evaluate it
2004:

- Banners on 7 IT focused news site
- Campaign site
- Traditional “Agency” appearance
- Key message: You can have one (if you just fulfil the requirements...)

- Results: Low number of clicks, low visibility
2004 Campaign – short term benefits

Uudet rekisteröinnit per kk

Graph showing the number of new registrations per month from January to December, with data from 2004 to 2009. The months are labeled as Tai, Hui, Maalis, Huhti, Touko, Kesä, Heinä, Elo, Syys, Loka, Marras, and Joul. The graph highlights the months with the highest and lowest registrations.
2005 Spring & Autumn:
- **Adds** in major Finnish newspapers and medium sized outdoor adds
- Key message (spring): .fi is domestic, reliable and safe
- Key message (autumn): IDNs are now available
- Results: Nice visibility
2005 Campaign – short term benefits

+100-200 new registrations?
Value: 5 000-10 000 eur

Policy liberalization vs. Marketing?
2006:
- Adds in major Finnish magazines based on "letters" from the domain name users + a campaign site.
- Key message: Benefits for private individuals
- Results: Medium or low visibility
.FI Marketing History

2007: No campaigns

2008: Marketing campaign targeting potential customers according to marketing study

- Big outdoor adds, adds in metro, a campaign site and flyers.

- Key message: Get your own identity

- Results: High visibility
2009:

- **Adds** in selected Finnish newspapers, on most visited web pages, campaign site plus radio commercials.

- Key message: Ideas where to use domain names for individuals (simple examples)

- Results: Medium or low visibility, low click-rate – but radio commercials ranked among top 18 in 2009.
Results (# domain names)

Kokonaismäärä 2004-2009
Thank You
Questions?