

## Marketing Efforts to Promote a ccTLD: .MX





## Background - Mexico Domain Names' Market

	2005-Jan	2009-Sep*
.MX	43%	50%
gTLDs	57%	50%

### KEY POINTS:

- gTLD's strong competition
- Important price differentiation of .MX vs. gTLDs.
- Near location with USA → influence on Mexico's community behavior

2003 Marketing Area  
2005 Commercial Direction

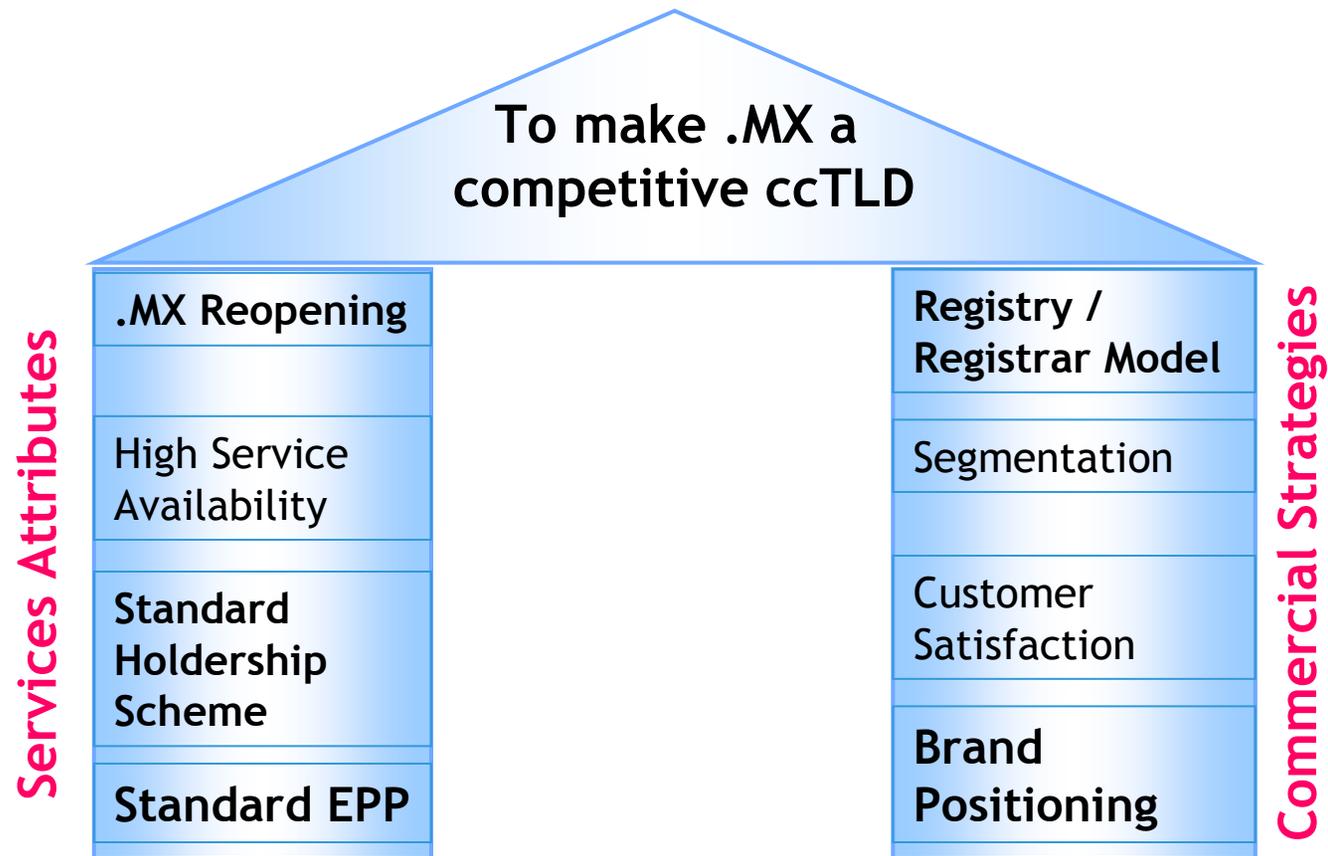
**329%** (between Jan 2004 and Sep 2009)

\*Estimated



# Strategic Planning Decision 2005

Satisfy customer needs





# From Inside to Outside

Services Attributes	Holdershhip Scheme	Provisioning Protocol
2005-2007	Co-holders	NIC MX API
2008	Registrants	Standard EPP

More than 180 NIC México's Accredited Registrar's

*We believe that every one inside our organization must be committed with the costumer.*





# 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





# MKT Strategies

Brand Positioning & Price Promotions

suma amigos a tu negocio



desde \$6 USD por año

Date a conocer a través de internet



desde \$6 USD por año

Últimos días

Date a conocer a través de Internet

Del 1 al 30 de abril  
Aprovecha la promoción

Registra tu dominio **.MX**

desde \$6 USD por año

www. \_\_\_\_\_ .com.mx

www. \_\_\_\_\_ .com.mx

Del 1 al 30 de septiembre

NIC MÉXICO te invita a conocer las promociones que sus distribuidores autorizados tienen para ti. ¡Aprovechelas!

¡REGÍSTRALO YA!

¡Hazte Notar en el mundo!

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

Con tus contactos. Hazte notar.



**.mx**

El registro de tu empresa en Internet

desde \$6 USD por año

Registra tu dominio **.mx**

y e-volucionar para que el mundo conozca lo que haces.

www. \_\_\_\_\_ .com.mx

NIC MÉXICO te invita a conocer las promociones que sus distribuidores autorizados tienen para ti. ¡Aprovechelas!

¡Es la nueva forma de decir México!

www.nic.mx

MUÉSTRALE AL MUNDO CON QUIÉN ESTÁS





# Marketing Strategies

Improve on RTY & RAR Services



The screenshot shows the .MX registry website interface. At the top, it features the 'registry .MX' logo and the slogan '.MX es la nueva forma de decir México'. Navigation tabs include 'Acerca del Registry', 'Programa de Registrars', 'Dominios', 'Cursos', 'Oportunidades de carrera', and 'Sala de prensa'. A central banner promotes the 'Programa de Registrars Acreditados' with the headline 'Incrementa tus ingresos con nosotros.' and lists benefits such as special rates, technical support, and personalized attention. A sidebar on the right contains sections for 'Ingreso a clientes' (with user and password fields), 'Ayuda en línea', 'Consultar WhoIS', and 'Sitios de interés'. The footer lists 'Algunos de nuestros Registrars' including servnet, es más que internet, mctech.com.mx, internetnetworks, and WHm.com.mx.



# 3 Big Rocks



**CHEKLIST:**

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

**.MX Reopening**



# .MX Reopening

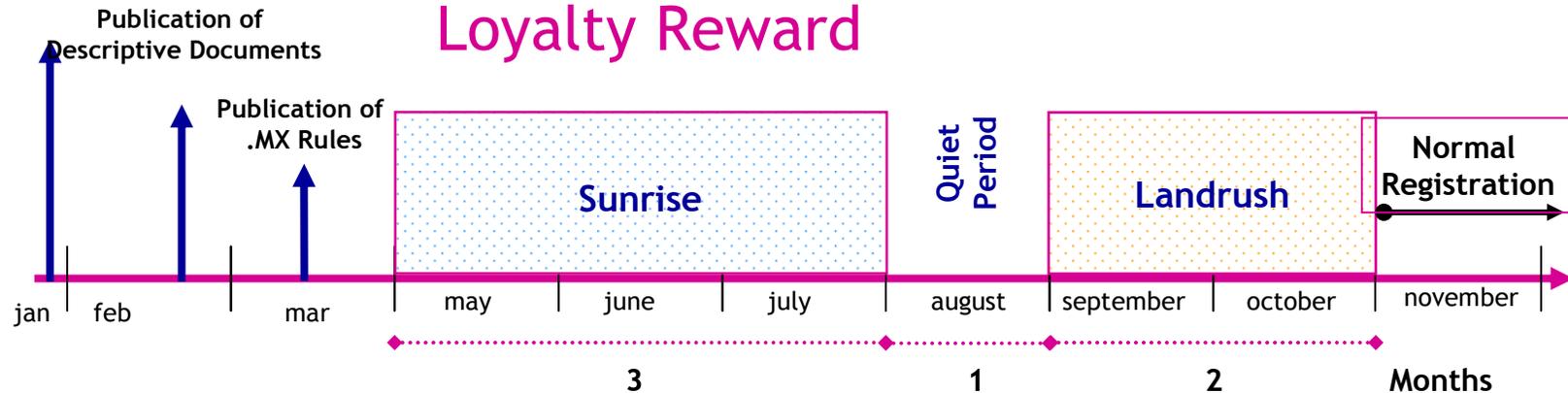
- **Objective:** To impulse .MX domains and to open up the variety of the available services for NIC Mexico's customers.
  - End users were interested about it
  - More attractive vs current options (.com.mx, .org.mx, etc.).
  
- Re-open domain name registrations directly under .MX
  - **services.mx**
  - **proposals.mx**
  - **products.mx**
  - **ideas.mx**
  - **xyz.mx**
  
- [www.reopening.mx](http://www.reopening.mx)

The screenshot shows the website for .MX Reopening. At the top, there is a navigation bar with links for .MX Reopening, Phases .MX Reopening, Rules .MX Reopening, Why .MX domains?, and Press Room. Below the navigation is a banner for "your services .MX" with a man's face and the text "On the Internet, a dot and two letters, makes all the difference". To the right of the banner is a "Countdown" widget showing "Initial Registration Period September 1" and "Initial Registration Period". Below the banner is a "See List" button for "Participant Accredited Registrars". To the right is a "Phases of the .MX Reopening" calendar showing "Pre-Registration Period" (May, June, July), "Quiet Period" (August), and "Initial Registration Period" (September, October). At the bottom, there is a "Latest News about .MX Reopening" section with two news items: "1-sep-2009 Initial Registration Period Starts: domain registration directly under .MX open to general public" and "28-jul-2009 Message to NIC Mexico costumers and general public".



# Reopening Process - Phases

.MX Reopening  
Announcement



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

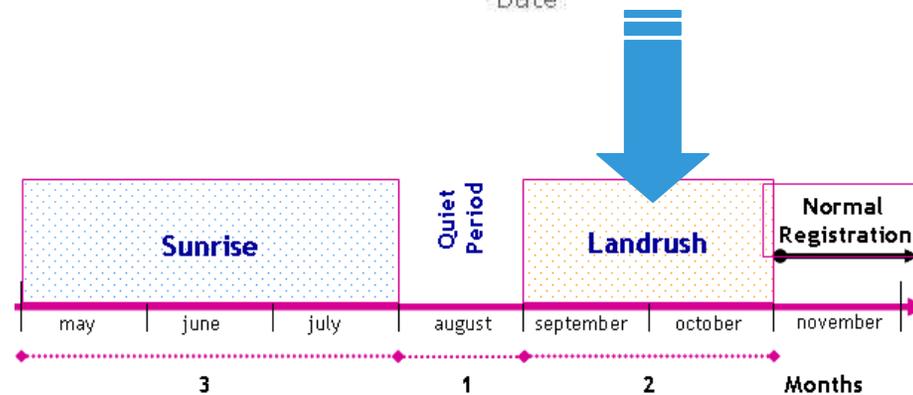
## MUSTS:

Short time to Set Up/No complexity

Resources' Optimization



# Special Price Scheme





# .MX Reopening

## .MX Brand Strategy & Positioning

### 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.

*Customer is the most important and valuable asset at NIC Mexico*



# Reopening Results

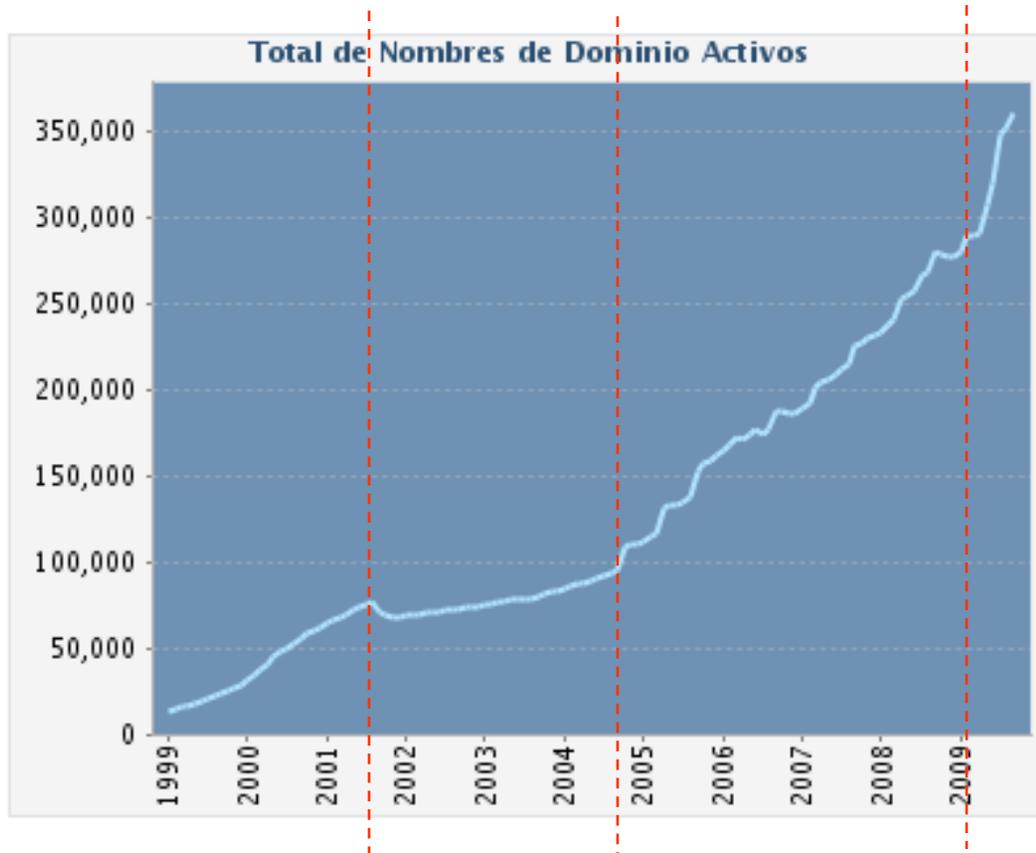
Fecha	.com.mx	.gob.mx	.net.mx	.edu.mx	.org.mx	.mx	Total
30-sep-2009	279584	4960	419	6103	14309	56083	361458
31-ago-2009	275580	4918	420	6015	14204	51505	352642
31-jul-2009	272778	4870	423	5945	14119	50659	348794
30-jun-2009	269041	4842	428	5866	14021	26089	320287
31-may-2009	267625	4801	432	5759	14008	15137	307762

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



# Results - Commercial Strategies

- Growth of .MX domain names registrations



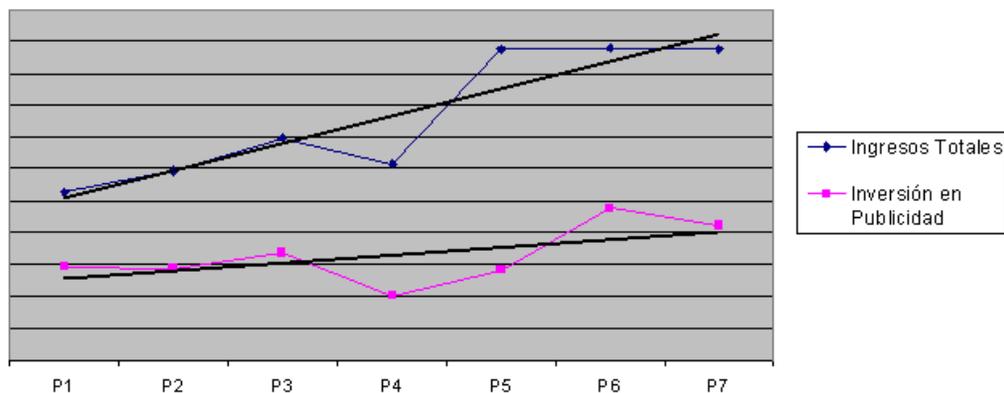
- ▶ Brand Positioning (.MX):
  - ▶ .MX Domains → 1st option for potential clients.
- ▶ Brand Positioning (NIC México):
  - ▶ Progressive Increase on Top & Share of mind.
- ▶ Increase on Website traffic:



# 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.

PROMOCIONES  
Ingresos vs Gasto Publicidad



← 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!!*



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