

A survey to boost  
our marketing  
campaign:

Réussir avec le **web**



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*afnic*

# A new step for our marketing campaign



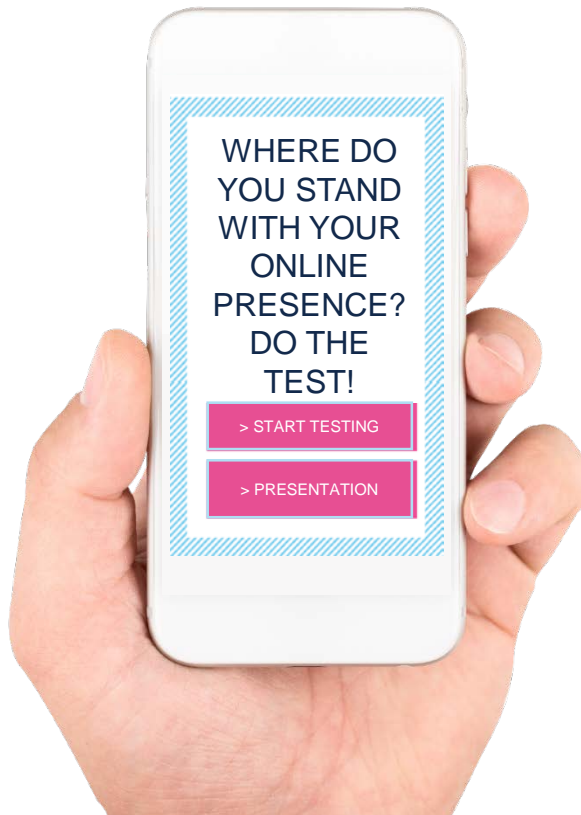
- ✓ Our « Réussir en .fr » (Succeed with .fr) is running since 2014
- ✓ This platform is dedicated to SMEs
- ✓ It strives to help entrepreneurs develop their business online

« Réussir avec le Web » is a new step for our marketing campaign that allows us to get closer to our targets



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## What is « Réussir avec le Web »?



- A program inspired by the New Zealand Digital Journey
- That allows us to enrich our online presence package with a **new service**
- A free and simple **online diagnosis tool**
- That allows respondents to evaluate the **maturity** of their online presence

### OUR TARGETS

- > SMEs (craftspersons, storekeepers,...)
- > All business sectors taken

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Réussir avec le web

# Réussir avec le web

proposé par l'*afnic*

26 > 3 > 10 = 1

questions > rubriques > minutes maximum = bilan personnalisé

Pour obtenir votre bilan personnalisé, répondez aux questions des trois rubriques ci-dessous.

-  Votre présence en ligne
-  En attente  
Votre visibilité et réputation
-  En attente  
Votre développement commercial

1

survey

3

themes

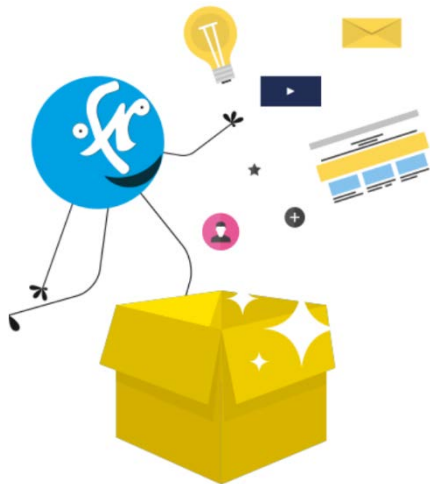
10

minutes

To Réussir avec le web (succeed with the web)

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# What are the benefits for the respondents ?



## RESPONDENTS GET :

- Their personal **score**
- A **comparison** of their score with the average score of their business sector
- **Tips and advices** adapted to their business situation
- A complete customized **action plan** that can be downloaded along with **information sheets** to improve their online presence

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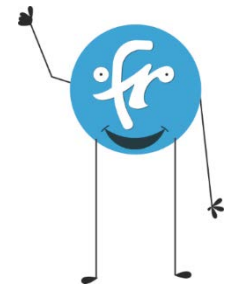
## What are the benefits for Afnic ?

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- To boost our marketing campaign and get closer to our targets
- To reinforce our expertise
- To legitimate our strategic position regarding online presence
- To direct our actions, based on the survey learnings

### AND ALSO :

- To collect relevant answers through :
  - > Partners
  - > Trade shows
  - > Emailing,...
- To analyse the collected data by business sectors, geographic zones, company sizes...



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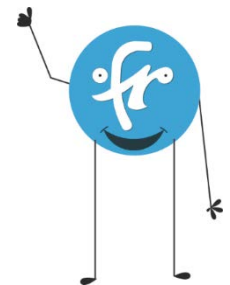
# What are the benefits for our partners ?

## A UNIQUE OPPORTUNITY TO OFFER A USEFUL SERVICE TO THEIR AUDIENCE

- A link to their targets : SMEs, craftspersons, storekeepers...
- A great communication tool
- A way to actively contribute to the digital transformation of their targets

## OUR COMMITMENTS:

- A free service
- An exclusive access to the raw and segmented collected data,
- A customization of the survey :
  - ✓ Dedicated url
  - ✓ Added customized question
  - ✓ Partner logo
- A large communication towards the partner's audiences :
  - ✓ Joint press releases
  - ✓ Posts on Afnic's social medias
  - ✓ Publication on the Réussir avec le Web website homepage
  - ✓ Invitations to Afnic's events...



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## RECENT ACHIEVEMENTS

Launched  
on  
22 September

2 signed  
partnerships  
and many more  
to come

Already  
over 500  
respondents

PRESS RELEASE, 2 TRADE  
SHOWS, 4 CONFERENCES,  
EMAILING...

GREAT INTEREST  
EXPRESSED BY  
RESPONDENTS AND  
POTENTIAL PARTNERS

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QUESTIONS ?

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*Thank you !*

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