.nz Marketing

Jay Daley
Where did it begin?

Growth vs Budget - Jan 2006 - Dec 2008

Net growth per month · Monthly budget · Rolling 12 month growth

ICANN Singapore 2014
And so it began

Goals

- Long term financial stability
  - More sales (market growth)
  - More sales (switching from gTLDs)
  - Higher renewal rate

- Enhanced recognition
  - Good reputation but no recognised brand

Recruitment (after much negotiation)

- Chief Marketing Officer in Sept 2012
- David Morrison - This is all his work!
Outline plan

1. Evidence
   - Research
   - Analysis

2. Brand
   - Territory
   - Positioning
   - Expression

3. Marketing
   - Strategy
   - Targets
   - Assets
   - Campaigns
1. Evidence
Market research

Consumers
- Surveyed in 2012 and repeated in 2013
- 1000 consumers (NZ population is 4.5m)
- Used leading research company

Business
- Exactly the same

Ex-registrants
- Why did they cancel?
Finding products and services

- Internet search: 97%
- Word of mouth: 61%
- Television: 46%
- Advertising in the mail: 42%
- Newspapers: 41%
- Yellow pages: 40%
- Social media: 39%
- White pages: 28%
- Radio: 26%
...of consumers search the Internet for Products and Services
Source: .nz Colmar Brunton Survey 2013

...of businesses with a website
Source: MYOB Business Monitor, March 2013
Who do you trust and why?

- .nz: 68%
- .com: 15%
- .org: 9%
- Other: 2%
- None of these: 6%

Factors:
- It is local: 58%
- It is relevant: 10%
- More reliable: 8%
- Relates to NZers: 8%
- It feels safe: 7%
- It is trustworthy: 6%
- I support NZ: 6%
- Enquiries easily: 5%
- It is protected by: 3%
- Easy to contact: 2%
- It is familiar to me: 2%
- Other sites are for: 2%
- It is easy to use: 2%
- Priced in $NZD: 2%
- It is accurate: 1%
- It is up to date: 1%
- It is the most common: 1%
- Other: 7%
- Unsure: 9%
Do you filter search for .nz?

- 89% of New Zealanders specifically look for .nz domain names all of the time, or sometimes, when searching the internet.
- 78% filter their searches for New Zealand results all of the time, or sometimes, when searching the internet.
- 79% type “.nz” or “nz” into their search engine all of the time, or sometimes, when searching the internet.

Increased significantly from 71% in 2012.
2. Brand
Brand

 Territory and Positioning
  Confidential
  But very much business focussed
  High percentage of domains names in co.nz

 Expression
  Revision of established expression
  Not a huge change
Brand expression

FROM HERE WE CAN GO ANYWHERE.
3. Marketing
Marketing strategy

**Awareness**

- Develop awareness of .nz with potential registrants
- Across multiple channels (Owned, Earned, Paid)

**Conversation**

- Be the reference point for when people discuss domains
- Introduce reference material at key points (e.g.: Banking, Associations)

**Transaction**

- Have people register .nz based on an informed decision
- Work with Registrars to promote .nz
Targets

80 Registrars
1,000 Active resellers
50,000 Influencers
470,000 Businesses
4,400,000 People
Assets

- Informational web site
  - getyourselfonline.co.nz
- Guides
- Research
- Videos - YouTube channel
  - http://www.youtube.com/watch?v=mKti8WxADqs&feature=c4-overview&list=UUIgZZnzFAFFDX80OEN8MgBg
Campaigns

- Advertising (small scale tests)
  - Business sections of news web sites
  - Radio
  - Social networking
    - Facebook
    - LinkedIn
- Sponsorship
Any questions?

jay@nzrs.net.nz

or better still

david@nzrs.net.nz (as this is all his work)