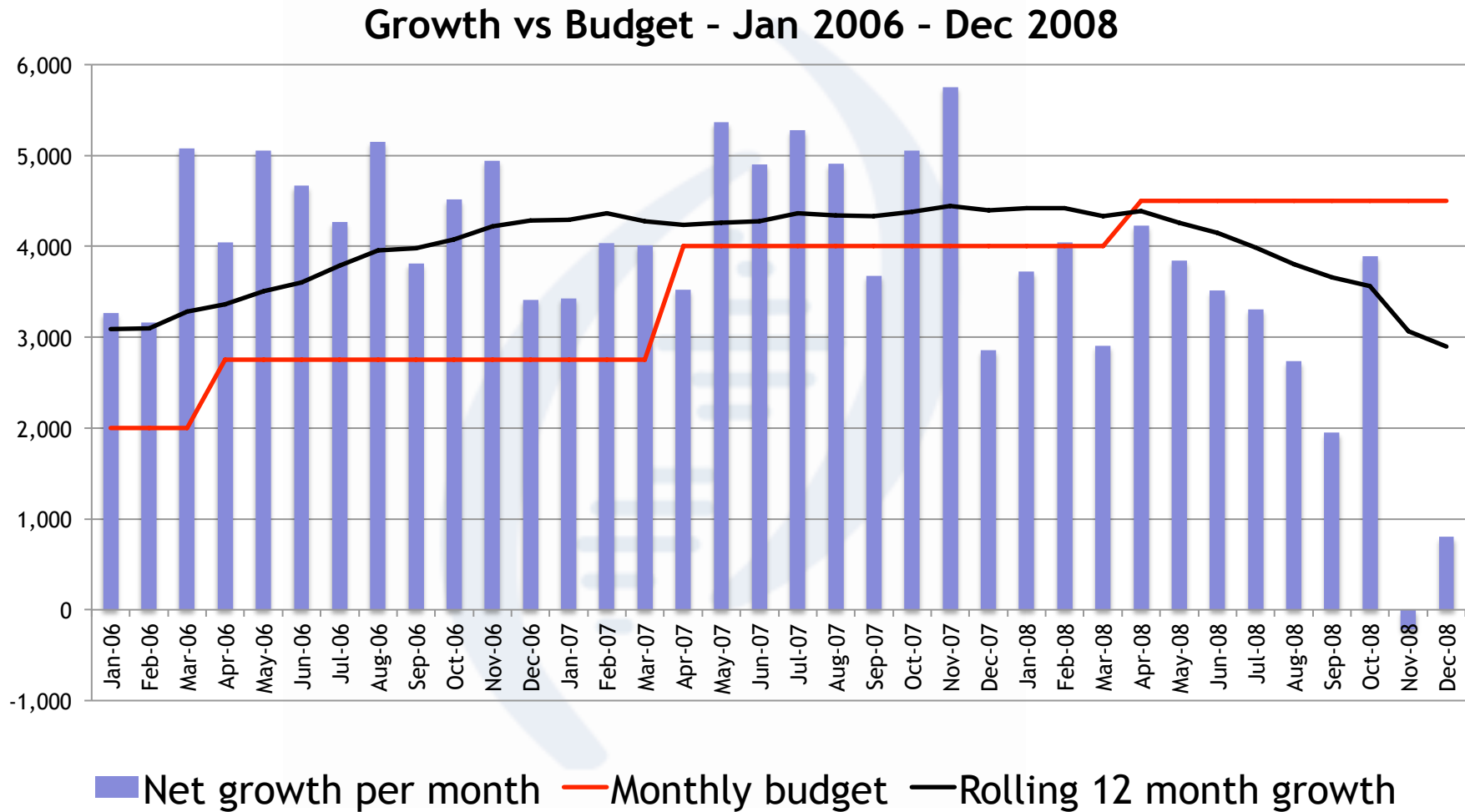


.nz Marketing

Jay Daley



Where did it begin?



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

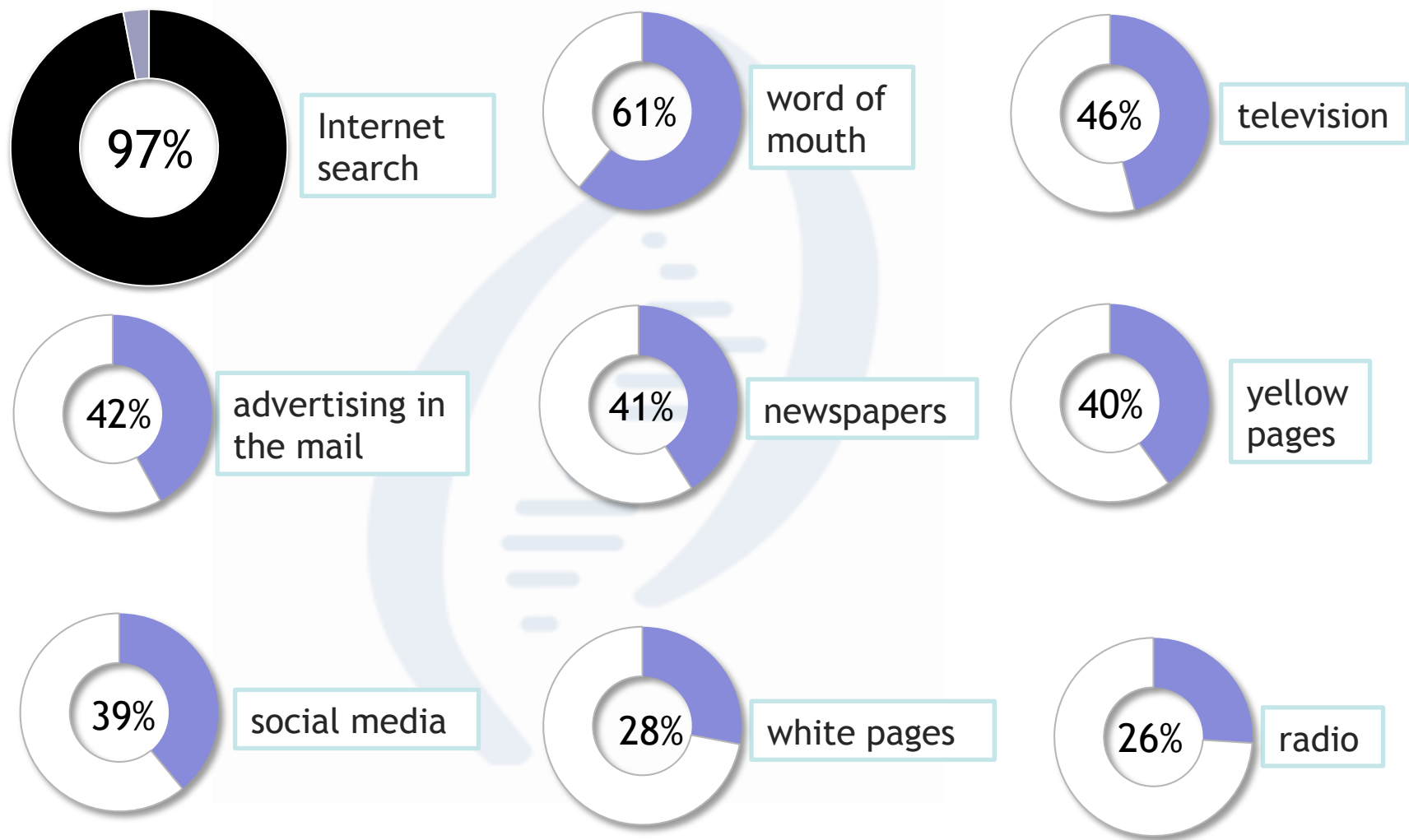
☞ Business

- ☞ Exactly the same

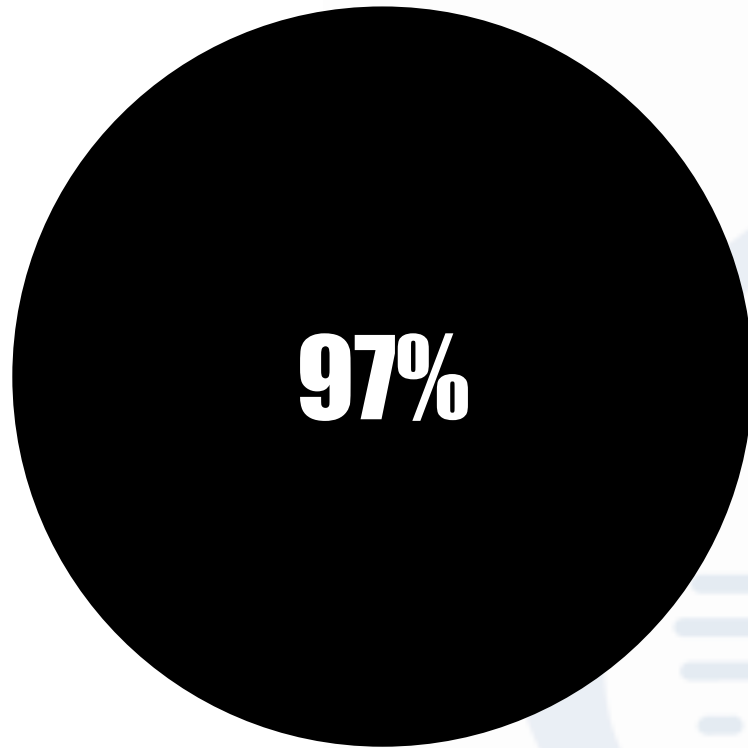
☞ Ex-registrants

- ☞ Why did they cancel?

Finding products and services



Gap



...of consumers search the Internet for Products and Services

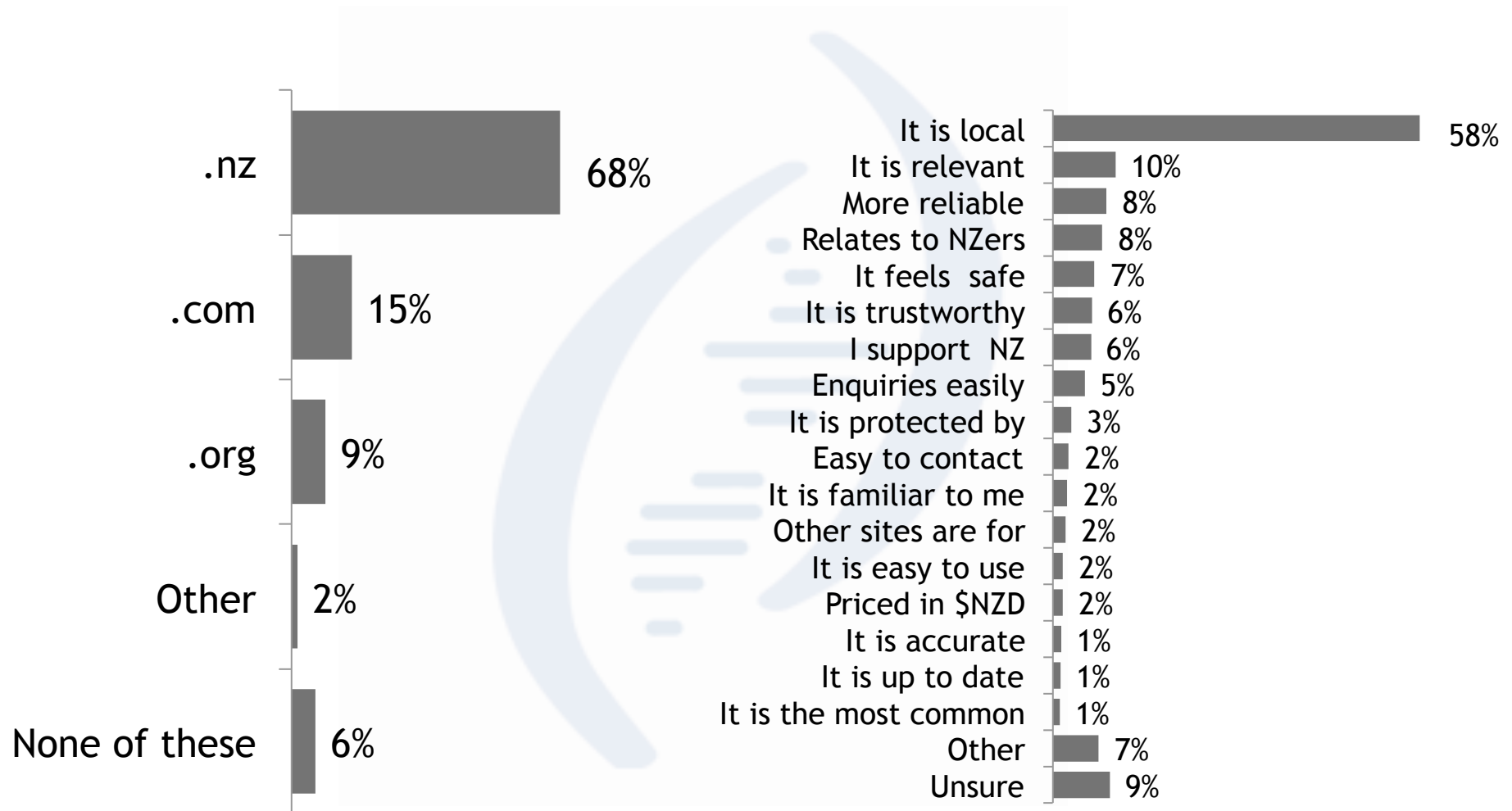
Source: .nz Colmar Brunton Survey 2013



...of businesses with a website

Source: MYOB Business Monitor, March 2013

Who do you trust and why?



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.

Increased significantly from
71% in 2012

79%

...type “.nz” or “nz” into their search engine all of the time, or sometimes, when searching the internet.



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

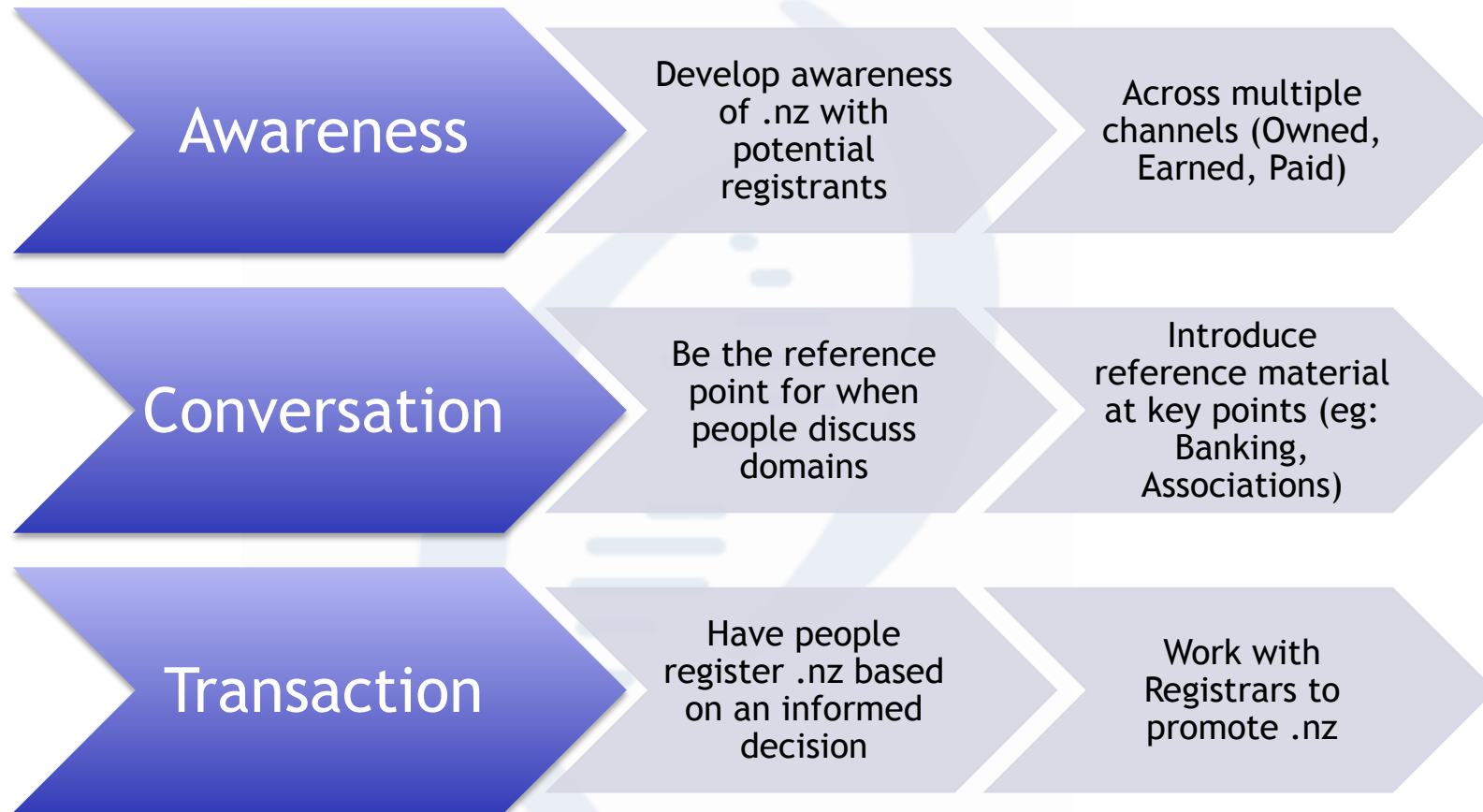


FROM HERE WE
CAN GO ANYWHERE.



3. Marketing

Marketing strategy



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=UUlgZZnzFAFFDX800EN8MgBg>

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)

