.it Registry Strategic Marketing

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Why we are thinking about….

- We have about 2,5 million domain names
- In Italy "VAT number" people are about 10 million
- Why is there this difference?
- Why people are cancelling a lot of domain names?
A statistical study

- In 2012 we gave to Pragma Institute the task to investigate why this happens.

- They interviewed a statistical significant sample of the mini and micro enterprises (from 1 to 9 employees).
Why no name?

- I don't need it: 81.3%
- I can't use it: 2.4%
- What is it?: 14.2%
- Other: 2.1%
- No name: 37.3%
- More than one: 9.4%
- Only one: 53.3%
Market barriers

- Domain name = Website (not for e-mail)
- Manage a website seems difficult: time & money demanding
- (For .it only) The registration process is still considered complex. (fax)
- Digital identity in Social Network (Facebook) as competitors of the domain names
Objectives

- Increase the number of domain names
- Reduce the cancellations
- Involve Registrars in marketing for cultural actions

At the end of 2012 Registrars asked us to start some strategic marketing actions
At the beginning of 2013

- We started a "marketing team": five Registry people + an external consultant
- We worked about a marketing plan
- It was approved by the Steering Committee of the Registry on June
Targets

- Freelance workers and workers
- Small & Medium Enterprises in some specific fields:
  - Craft
  - Italian excellences like food, fashion, etc.
Goals of Marketing Campaign

- Cultural action ("why do you need a domain name?")
- Testimonials
- Show Success histories
- Web campaign, by SN, web influencers etc.
We launched a Survey by means of CENTR to collect news and information about similar initiatives:

- Approach
- Target
- Implementation
- Budget
- Results
- …
Analyzing:

- Marketing staff (internal, outsourced)
- Target of end users (individuals, businesses)
- Budgets (average)
- Elements used (Co-marketing, Events, Digital PR, Social Media, Tv/radio/press)
- Results (Limited, Moderate, Significant effects)
Survey: Marketing staff

Is the marketing plan conducted internally or outsourced?

- Combination Internal/outsourced: 35%
- Only internal: 65%
The campaign was aimed mostly at:

- **57.00%**: Both individuals and Businesses
- **31%**: Businesses
- **12.00%**: Individuals

Survey: Target of end users
“If possible, please provide the budget allocation of the campaign either in EUR or as a percentage of the Registry annual budget”

Large difference (from €5,000 to €500,000)

The average is €137,000
The Marketing Plan included the following elements:

- TV/Radio/Press
- Digital Advertising/SEM
- Digital PR
- Blogging/Social Media
- Events
- Co-Marketing
- Sponsoring
Survey Results

After the marketing campaign....

Domain Registrations

- Limited observed change: 39%
- Significant positive effect: 33%
- Moderate positive effect: 28%

Domain Renewals

- Limited observed change: 27%
- Moderate positive effect: 73%

No significant positive effect
On last October we presented an informal invitation to tender in Rome and Milan → interested communication agencies.

- Technical requirements
- Targets
- Objectives

We’ll publish the public invitation (formal) to tender in a few weeks. The marketing campaign will start before summer 2014
2 Events during Internet Festival in Pisa (October 2013)

- Marketing Day (a business conference about marketing «.it» with the participation of Bruce Sterling)

- .it Cup Registro – Business competition with the participation of IT investors to aid the growth of selected technological Startups
Thanks

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