

nominet

Registrar resources and campaigns

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Overview

- Registrar resources
- Renewals campaign
- Next steps

What is registrar resources and why do we need it?

- A place for registrar information to assist in:
 - Helping you work with Nominet
 - Seeing how you are performing
 - Providing marketing resources
 - Helping a registrar grow their business
- Currently open area of the web site
- Future will be within Online Services

Marketing resources

Here is some information to help you effectively market your business, improve customer relationships as well as content that you can re-purpose to include on your web site.

Although presented as finished documents, please feel free to use and edit the text to your own style for the requirements of your own web site and marketing material.

[How .uk works](#)

A guide for your customers on how .uk works.

[Top tips for registering a great domain name for your business](#)

A guide for your customers to help them choose a great name.

[Top tips for registering a domain name](#)

The registration process can be tricky, this guide should help your customers through the process.

[Top tips for marketing your web site](#)

Here are some great tips for your customers to help them market their web site to make sure that prospective customers know where and hoe to find their business.

[Top tips for increasing traffic to your web site](#)

A few simple tips for your customers to help them drive traffic.

[Top tips for choosing a web hosting company](#)

You may already offering these services to your customers, so this document could be an effective independent check list. Otherwise it could be used to help your customers select an appropriate hosting company in association with the registration services you provide.

[Top tips for creating a personal web presence](#)

Related contacts

For questions from our members and registrars

Telephone: 01865 332233

Email: support@nominet.org.uk

To make a payment

Telephone: 01865 332348

Email: payments@nominet.org.uk

Working with Nominet

- Information that a registrar needs in order to work successfully with Nominet
 - Renewals process
 - Customer service statistics
 - Account management
- Registrar agreement and Good Practice Terms - example documents
 - Complaints procedure
 - Advice on data compliance
- Feedback to us

Business intelligence

- Future: A simple graphical representation of the registrar's performance – a personalised dashboard
 - Registrations per day/month vs Nominet total or registrar average
 - Renewal rates
 - Positive renewal performance
 - Cancellation rates
 - DAC usage
- Now: Domain name industry report and other generic statistics

Marketing resources

- Resources for registrars to use on their web site or in communications with their customers.
- Information will be supplied in appropriate formats such as raw text or html for building into registrar sites or pdf documents either finished with Nominet branding, or ready for co branding/registrar branding.
- In some cases the resource could be links to our or 3rd party web sites.

Typical resources

- An introduction to Nominet
- Why .uk – the benefits of registering a .uk domain name
- How .uk works
 - Registration (.uk benefits)
 - Rules and SLD's
 - Processes – renewal, transfer surrender etc...
 - Online services
 - The welcome email explained
 - T&C's – the 3 way contract
 - Differences between .uk and .com
- How to correctly register a .ltd or .plc domain name
- Online safety and protection - pointing people to appropriate resources

Typical resources

- Top tips
 - Top tips for registering a domain name
 - Top tips for your business domain name
 - Top tips for increasing traffic to your web site
 - Top tips for marketing your web site
 - Top tips for choosing a web hosting company
 - Top tips for your personal domain name and online presence

Campaign resources

- Resources to help a registrar increase the performance of their registrar business
- Nominet marketing activity - primarily focused on supporting the registrar channel
- We will also support registrars by raising awareness of Nominet and the value of the .uk product
- Items from Nominet and also items from third party suppliers that can offer advice and best practice

Campaign resources

- Nominet branding
 - .uk buttons
 - Nominet member button
- Best practice guidelines:
 - SEO
 - Email marketing
 - Data protection
 - Guide to affiliate marketing
 - Tips on becoming ICANN accredited

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Renewals campaign



Objectives

- Increase renewal rates
- Catch those that are not renewing but want to
- Educate as to the importance of renewing and the value of a domain name
- Primary call to action will be to the registrar
 - Therefore will also switch direct renewals back to registrar channel

Registrar channel campaigns

- Renewals assist
 - Details of forthcoming operational changes to Nominet's renewals process
 - Personalisation of Nominet renewals communications direct to registrants
 - Best practice guidelines on:
 - Data management and data protection
 - Email campaigns
 - Improving customer retention
 - Copy example for renewal emails
 - Resources for registrar web sites
 - How to renew a .co.uk
 - Value of a .co.uk
 - How you can use your .co.uk
- Renewals benchmarking

Registrant awareness

- Use it, don't lose it
 - Why you should renew, even if you think you don't need to
 - Short-term use – long-term value
- Renewals campaign web site
 - Information
 - Personalisation

Next steps

- Phase 1 registrar resources:
 - the basics, end of November
- Phase 2 registrar resources and beyond:
 - Integrated into Online Services
 - Dashboard
- Renewals campaign:
 - Registrant awareness - now
 - Renewals assist – Jan '08
 - Renewals campaign web site – Jan '08
 - Renewals benchmarking