

DOM
REG [.lt]

Domreg.lt experience with Face-to-Face (F2F) marketing

Vaidotas Jakuška

Kaunas University of Technology, Internet Service Centre
2019-09-12

Can the registry work not only with registrars, but also with end users?

- Not only can, but **MUST** do it!
- The same question, for example, for the producers of mineral water or beer
 - they work to B2B (distributors – markets, restaurants, etc.)
 - and communicate to B2C (promotion events, advertising to end users, PR etc.)

F2F marketing: why does brewery need the beer museum?



Some F2F marketing advantages

- Opportunity to feel, taste or try a product practically
- Consumers education helps a person to use a product in the right way and feel all the values of the product
- Helps to minimise the risk of miscommunication and to avoid misunderstandings, dispels the negative myths about a product, helps to solve problems and manage crises
- Develops the brand identity, builds confidence in the brand
- Increases consumers loyalty and builds stronger relationships

What do registries usually do to reach the end users?

- Digital marketing tools, content marketing, PR ...

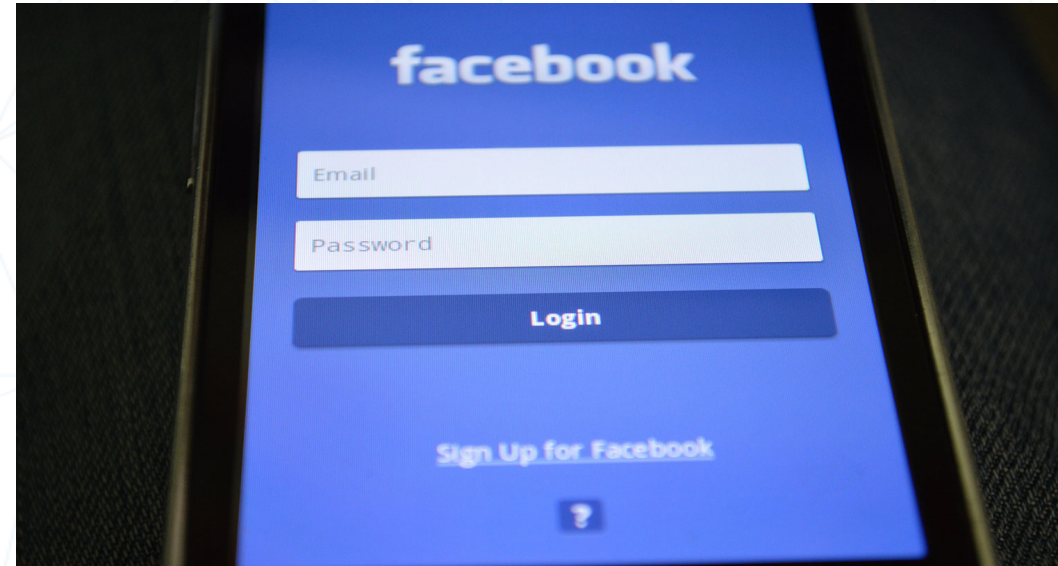


What is our (registry) product to us?

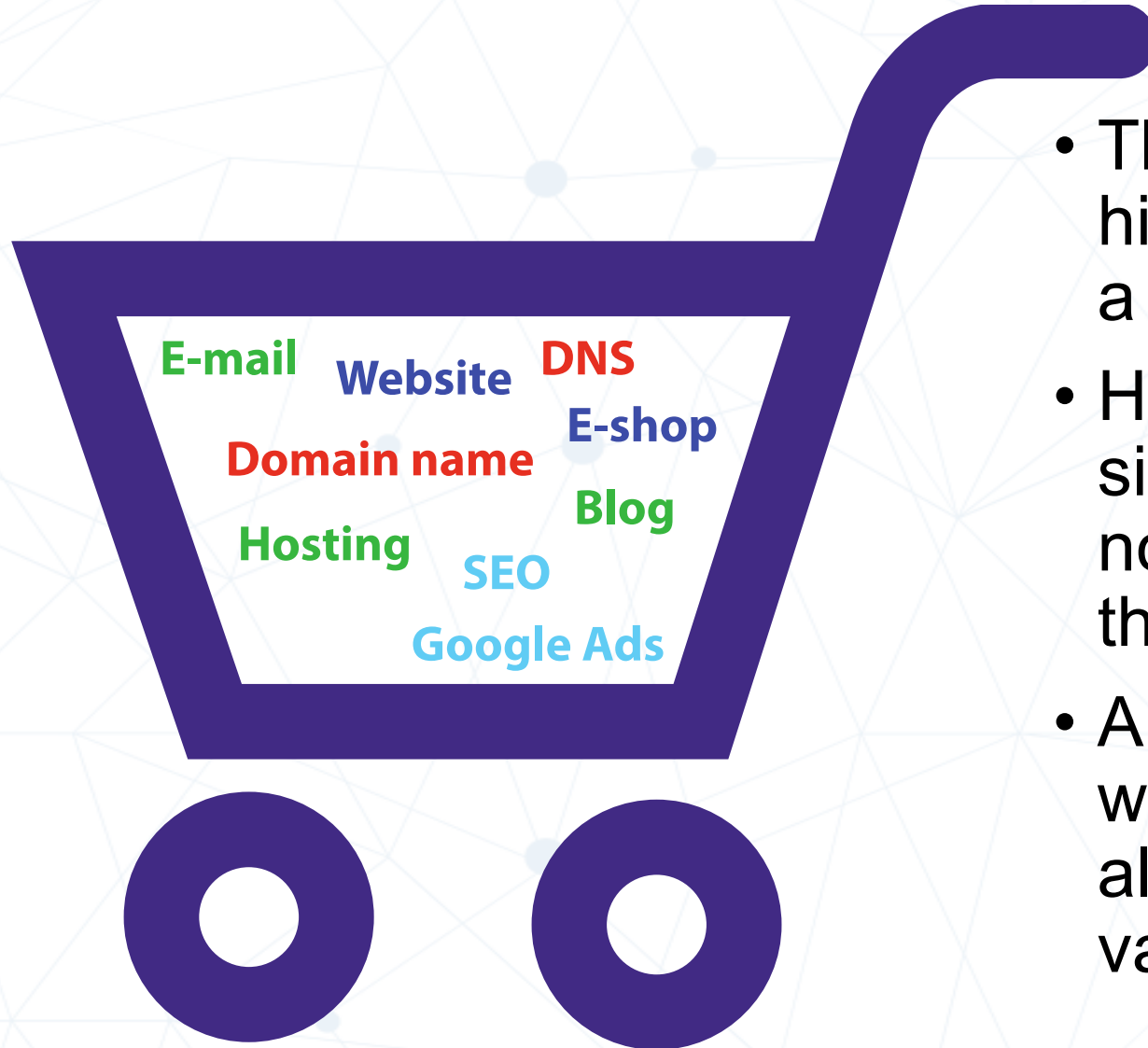
- Domain names checking (WHOIS database) – Yes
- Data provisioning - Yes
- DNS services – Yes
- Domain names registration – Yes
- Hosting services – Not
- E-mail, teamworking tools, cloud services – Not
- Creating websites, e-shops, blogs, etc. – Not
- Content production, SEO optimization, etc. – No, No
- Website development and promotion – No, No, No...
- Updating website – No, No, No, No...

What is our (registry) product to the end user?

- I just want to be online and how it do better, faster, cheaper...
- I just need a website, e-shop, blog or page on social network...



What is our product and its value to the end user?



- The end user understands his goal of being online as a one single item.
- He does not understand single services and does not know the value of them.
- A single domain name without other services, allowing to be online, is not valuable for the end users.

How are we changing the end users understanding of success being online?



- Domain registration and website creation guide: detailed steps to end user's goal to be online

Domain registration and website creation guide

Steps for domain registration and creation of a website

I DOMAIN NAME



- 1 Choose your name
- 2 Do not forget the Lithuanian letters (IDN)

II DOMAIN REGISTRATION AND HOSTING



- 3 Choose an accredited registrar
- 4 Choose your server's provider
- 5 Changing of DNS records

III CREATION OF A WEBSITE



- 6 Creation of a website and e-mail account
- 7 Programming of an individual website
- 8 Integration with social networks

IV DEVELOPMENT AND SECURITY



- 9 Website development
- 10 Security



<https://www.domreg.lt/en/faq/guide>

II DOMAIN REGISTRATION AND HOSTING



3 step → Choose an accredited registrar

After checking if your preferred domain names are available, choose an accredited registrar and create your domain.

List of accredited registrars is available here:
→ <https://www.domreg.lt/en/registrars>



Learn more about choosing a registrar:
→ <https://www.domreg.lt/en/faq/for-persons-who-want-to-have-a-domain/who-is-a-registrar-and-how-to-choose-one>



Which registrar to choose?

Registrar will provide a domain creation service on behalf of you, as a natural person or legal entity, therefore, we recommend choosing only an **accredited** registrar. It will guarantee an ownership and security of the registered domain name and you will retain the domain in case of disputes or during transfer of the registrar.



Accredited registrar

ACCREDITED [.lt]
REGISTRAR

This mark symbolises that a registrar is accredited and can provide procedural services in .lt domain. The right to use this mark for the accreditation marking is provided by DOMREG, Internet Service Centre of Kaunas University of Technology (KTU).

DOM
REG [.lt]

Distribution of a guide to end users at the business information centers

- Meetings with heads and managers of business information centers, who will be acquainted with our product and able to **consult the end users**.
- To agree and schedule **practical trainings** for the end users.



F2F marketing: practical trainings for the end users

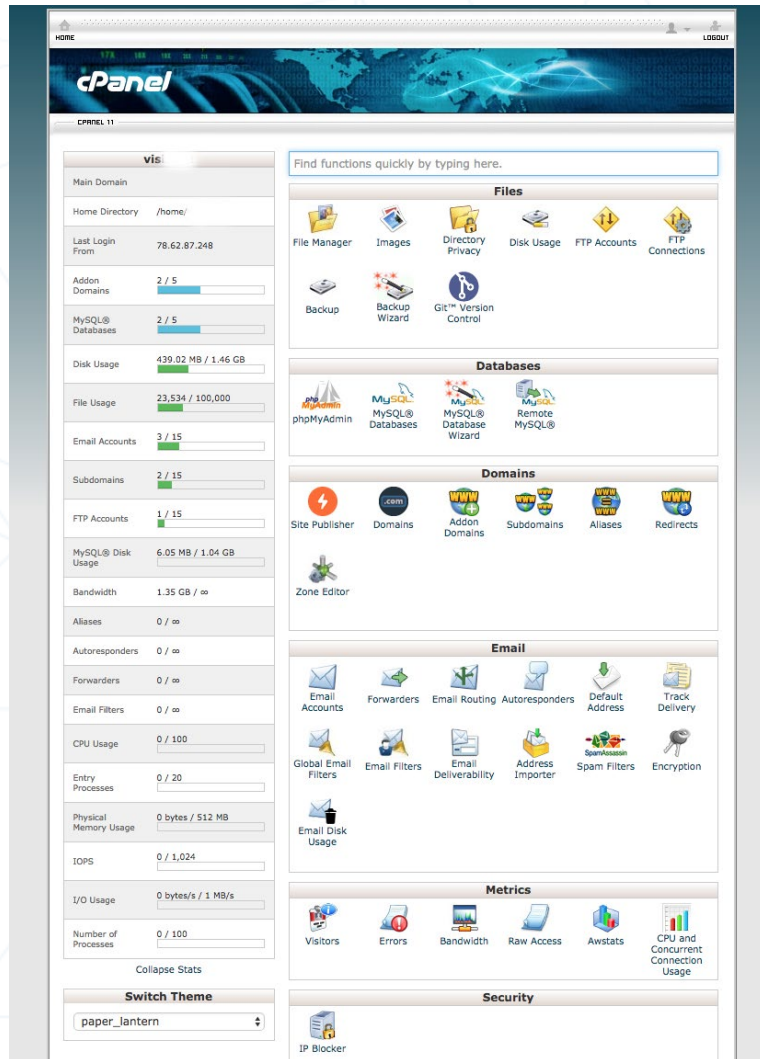
- **Presentation:** digital marketing advantages, how to choose the right domain name, IDN domains, registration procedures, etc.
- **Practical trainings:** by the steps from domain registration and website creation guide **users are creating their own websites, blogs, e-shops.** Participants of trainings should have own laptops.

F2F marketing: practical trainings for the end users

Digital marketing workshop topics

Domain name checking and registration, hosting provider selection, DNS, server management panels, e-mail creating, website or e-shop with WordPress CMS installing, design customization, plugins installing, SEO friendly content creation, images optimization, content publishing, etc.

F2F marketing: practical trainings for the end users



CMS installation by one click (Installatron, etc.) helps the end users without programming knowledge



Collaboration with registrars

- Collaboration with registrars - hosting providers are essential to enable the end users to create websites during practical training.
- Registrars give a **test accounts** for testing. It gets to know the possibilities of hosting provider server.
- It is **useful end users education tool** for registry and registrars.

**EVERY
THING**
— IS —
Marketing



The background of the slide features a light blue geometric pattern of interconnected lines and dots, resembling a network or a molecular structure.

Thank you for the attention

<https://domreg.lt>
komunikacija@domreg.lt