



BUSINESS GUIDE



Marketing Guide

Internationalized Domain Names



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CONTENTS

+ Introduction	3
+ Helpful Tips for Building an IDN Sales Program	3
Add IDNs to Your Check Availability and Purchase Flows	3
Up-Sell New and Existing Customers	4
Focus on Local Appeal	4
Focus on Brand Protection	5
Localize Your Communications	5
Make It Easy to Register IDNs in Different Languages	5
Use Customer Testimonials	6
Demonstrate Value—Lead by Example	6
Spread the Word—“Tell-a-Friend” Campaign	6
Educate Your Registrants on IDN Setup	7
Distribute the i-Nav Plug-in	7
+ Local Recommendations	7
China	7
Hong Kong	7
Japan	7
Korea	8



Introduction

This guide provides ideas for registrars building an effective sales program for Internationalized Domain Names (IDN). VeriSign developed this guide to provide you with some suggestions that will help you increase the effectiveness of your IDN sales programs.

Helpful Tips for Building an IDN Sales Program

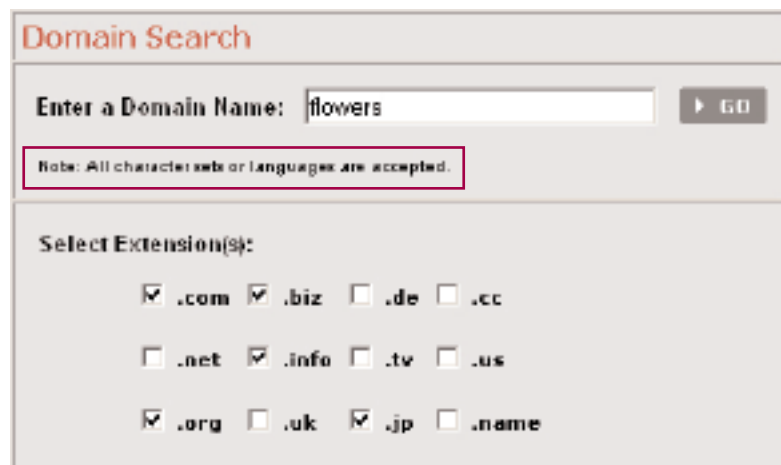
The specifics of building a sales program are difficult to generalize, however, there are some general principles and tactics that address IDN sales. Every market is unique and these tips may not be suitable for all registrars or situations.

+ Add IDNs to Your Check Availability and Purchase Flows

Add IDNs to your check availability and purchase flows for domain names on your Web site. When customers are checking the availability of names, suggest registering an IDN as a one of the options. Educate customers about IDNs since they may not be familiar with them. Be sure to tell customers that they can register domain names in virtually any language or character sets.

The key is to offer customers the IDN product at various points in the purchase flow. Experiment to see which is most successful for you in generating registrations.

Example 1: Tell customers at the beginning of the registration process that they can register domain names in virtually all languages or character sets.



Domain Search

Enter a Domain Name:

Note: All character sets or languages are accepted.

Select Extension(s):

.com
 .biz
 .de
 .cc
 .net
 .info
 .tv
 .us
 .org
 .uk
 .jp
 .name



+ Up-Sell New and Existing Customers

Market research indicates that the vast majority of current domain name registrants who plan to register IDNs will register IDNs in addition to their current domain name; the IDN is an incremental purchase.

Prompt current customers to register the IDN equivalent when they are registering or renewing their existing domain name. If the customer is registering a Country-Code Top-Level Domain (ccTLD) name, offer them related IDNs (e.g., if registering “.jp”, offer IDN in Japanese). Detect the language settings of the customer’s operating system and then offer them related IDNs (e.g., if language settings are set for Korean, offer an IDN in Korean).

Customers will be in the “buying” mindset and will be more likely to register additional names. Be sure to include an IDN offer in your renewal campaigns. Offer special promotions or incentives to your customers to encourage them to register an IDN in addition to their other names (e.g., “2-for-1 special,” “Register one IDN—get second for 50 percent off”).

Example 2: Up-sell your current customers. Add a link to search for IDNs. Return IDN results when customers search for domain names.

The screenshot shows a domain selection interface. The top section, titled "Name Selections", contains a table with the following data:

Domain Name	Status	Price	Select
flowers.com	For sale by owner	\$400	<input checked="" type="checkbox"/>
flowers.jp	Available	\$xx	<input checked="" type="checkbox"/>

The bottom section, titled "You Might Also Be Interested In", features a search link "Search for names in other languages" and a table with the following data:

花 .com	Available	\$xx	<input type="checkbox"/>
はな .com	Available	\$xx	<input type="checkbox"/>
花 .com	Available	\$xx	<input type="checkbox"/>

A "CONTINUE" button is located at the bottom right of the interface.

+ Focus on Local Appeal

According to recent market research, IDNs are particularly appealing to Internet users who may not speak English. The advantages of IDNs cited included: IDNs are as easy to read, understand, and remember for these local Internet users. In addition, IDNs were perceived as easy to use to visit Web sites.

This market information indicates that IDNs are ideal for companies who want to focus on the local markets. Create marketing materials to target companies who focus on the local market. Review your list of customers by country—this subset should be a good target list. Highlight via direct or indirect marketing efforts these advantages as key selling points, for example:

- Around the corner, around the Web. Get a domain name that speaks to your customers wherever they are.
- Want more local customers? Speak to them in their own language. Register a domain name in virtually any language.
- All the best domain names are not gone. They are now available in your language.

+ Focus on Brand Protection

According to recent market research, IDNs are a valuable tool to help companies protect their brands. Brand protection was viewed as the top reason to register an IDN. IDNs were perceived as a way for companies to protect and promote their company, brand, and products.

Create marketing materials to target companies who have strong brands. Highlight these advantages as key selling points, for example:

- Does someone have your registered domain name in another language? Protect your brands and trademarks. Register a domain name in virtually any language.
- Avoid brand confusion. Don't settle for transliteration or translation of your brands. Register a domain name in your language.

+ Localize Your Communications

IDNs are valuable because they enable Internet users to navigate to Web sites in local language characters. Extend and emphasize this benefit by speaking to your target customers in their preferred language. Create your marketing materials in multiple languages. Use an IDN in the local language to direct customers to your Web site.

+ Make It Easy to Register IDNs in Different Languages

IDNs are available in more than 350 languages! Tell your customers the languages or character sets that you support. IDNs may be registered in the character sets or scripts supported by Unicode 3.01, which includes virtually every language on Earth.

Translator tool—Add a translator tool to your Web site. There are several translation tools available in the marketplace, including one offered by Alta Vista and Babelfish (<http://babelfish.altavista.com>). Search for tools by typing in “translation” or “machine translation” in an Internet search engine to find more providers. Be sure to place caveats around the translator tool because machine translation, while quick and convenient, may not always be as accurate as a human translator. Offer translation services to customers, or partner with a translation or localization firm.

Input method editor—Your customers may be interested in registering for IDNs in multiple languages but they may not have the capability to type the characters of different languages on their computers. Most people only have the ability to type the characters of their own language. An Input Method Editor (IME) will enable your customers to type in various languages on their computers. VeriSign is currently developing tools that you can add to your Web site that will enable your customers to type in different languages. Please let us know if you are interested this type of tool for your Web site by contacting your account executive or sending an email to idsn@verisign-grs.com.

Accept email or fax orders to prevent any issues with typing different character sets on a computer.

+ Use Customer Testimonials

Customer testimonials can be a powerful element in your marketing mix. Testimonials create believability and credibility for your customers. They can strengthen your message and persuade customers to buy. Review your list of IDN customers for a source of potential testimonials. Ensure that the IDN resolves to a Web site.

Ask customers for a testimonial that includes the value of IDNs and how IDNs helped them with their business specifically. Get examples of your customers using IDNs (e.g., sample advertisements, business card, or other marketing materials). Be sure to get permission from your customer to use their testimonial in your marketing materials.

Once you have some good testimonials, add testimonials in your advertising and marketing materials. Post them on your Web site; spread them across different pages as a constant reminder of the value of IDNs. Include testimonials in your direct mail pieces. A list of testimonials and samples of IDNs in action can be very persuasive.

+ Demonstrate Value—Lead by Example

Register your own IDN in the languages of the markets you serve. Use the IDN in your marketing and advertising materials.

+ Spread the Word—“Tell-a-Friend” Campaign

Often your customers are your best form of advertising. Add a link to the end of your registration process that invites your customer to send an email announcing their new IDN. Offer an incentive to your customers to participate (e.g., if you refer a friend and they register an IDN, you will save on your next registration or you will receive one additional year added to your IDN registration term.) Here is some sample email text for the “Tell-a-Friend” email:

Call to action:

Now that you have registered a multilingual domain name, tell your customers where to find you.

Email text:

Subject: <customer name>'s new Web address: <IDN.com> <customize URL>

Message:

Dear <recipient name>,

<Customer name> at <customer email address> asked us to invite you to visit their new Web site, <IDN.com>. As you can see, the Web address is in <language> <customize language, e.g., Japanese, Russian, etc.>

<Customer name> wanted a Web address that was meaningful and memorable for visitors to <IDN.com>. From Russian to Chinese, Greek to Japanese, Web addresses are now available in more than 350 languages, including <language>.

If you want to get your own Web address in <language> or virtually any language, visit: <registrar/reseller URL—use IDN!>

Sincerely,

The team at <registrar/reseller name>

+ Educate Your Registrants on IDN Setup

In order for an IDN registered in the VeriSign® GRS IDN Testbed to function properly, it must be properly delegated to a set of name servers authoritative for the correct version of the IDN. There are two steps involved: delegations and name server configuration. Encourage your registrants to setup their registered IDN properly. See the VeriSign document “Internationalized Domain Name Testbed: Delegation and Name Server Configuration Guide” for more information.

+ Distribute the i-Nav® Plug-in

Improve the user experience with IDNs by distributing the i-Nav™ plug-in to your customers and Web site visitors. Implementation for i-Nav™ distribution is quick and easy. VeriSign offers options that enable you to begin distribution of the plug-in quickly while maintaining flexibility and control of the user experience. See the VeriSign document “i-Nav™ Distribution Information” for more information.

Local Recommendations

The local culture and language of different markets offers special opportunities to increase IDN sales. The suggestions below focus on individual markets but certainly could apply to other markets as well. These local tips are based on market research studies conducted by VeriSign GRS.

+ China

- **Bundle services together**—Market research indicates that most companies purchase product bundles that include domain names and other Web-related products and services. Bundling an IDN with other products and services will stimulate awareness.
- **Highlight IDNs with the .com extension**—Market research indicates that *.com* is favored in China because it communicates legitimacy and a global feeling.
- **Manage domain names**—Market research indicates that many companies don’t understand fully about domain name management. Educate your customers about the strategic benefit of properly managing domain names, including IDNs.

+ Hong Kong

- **Target companies doing business with Mainland Chinese customers**—Increase awareness and interest in IDNs by targeting companies who can immediately benefit from easy communications with business partners in Mainland China.

+ Japan

- **Highlight IDNs with the .com extension**—Market research indicates that *.com* is favored in Japan because it has the “cool factor” and is considered more attractive.
- **Increase awareness for IDNs**—Market research indicates that the Japanese market understands the potential for IDNs but they are waiting until IDNs become more popular. Launch an awareness campaign and/or a promotion to increase the sense of urgency.
- **Target large or influential companies first**—Other companies will follow these leading companies and register and promote IDNs. Provide IDNs to companies with high visibility and large Web traffic; co-promote their new IDNs.



+ Korea

- **Offer incentives to register multiple IDNs**—Market research indicates that Korean companies tend to register domain names for each of their product lines or business areas.
- **Target large or influential companies first**—Other companies will follow these leading companies and register and promote IDNs. This will drive competitive adoption.

Visit us at www.VeriSign.com for more information.