



Viestintävirasto



.FI Marketing Overview

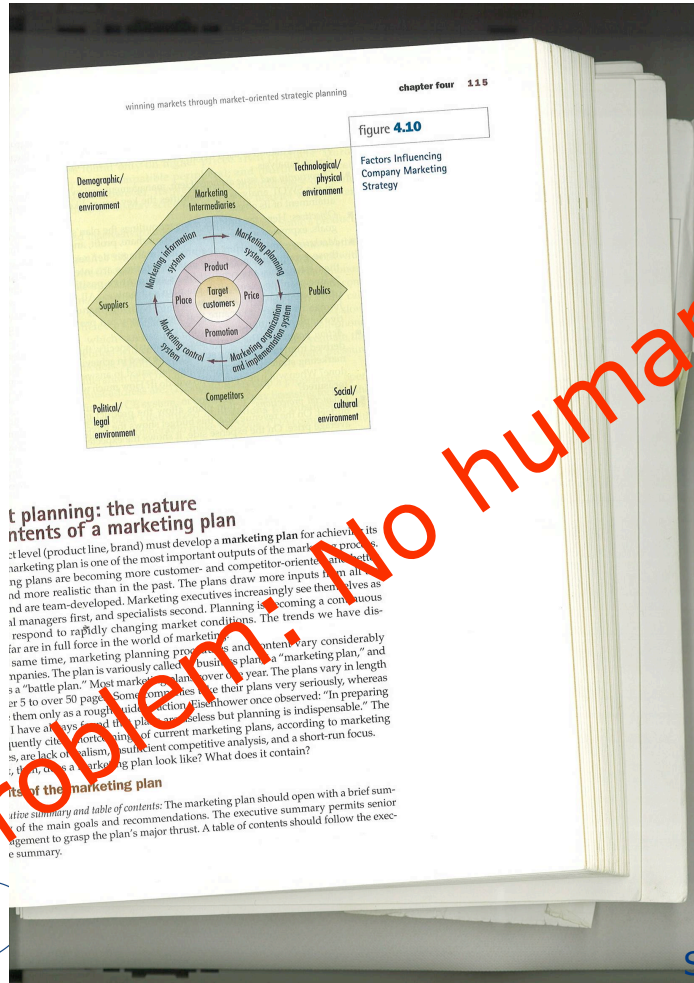
Juhani Juselius

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- There are academic marketing strategies



PROVIDED NO human resources available

- Awareness -> Interest -> Evaluation -> Trial -> Adoption
- 4 Ps
- 5 Ms
- ...and many more useful marketing tools

Source: Kotler, Marketing Management



- No resources for complete marketing strategy
- But there is another method:

- "Try and learn" method

- = have a campaign and evaluate it





.FI Marketing History

2004:

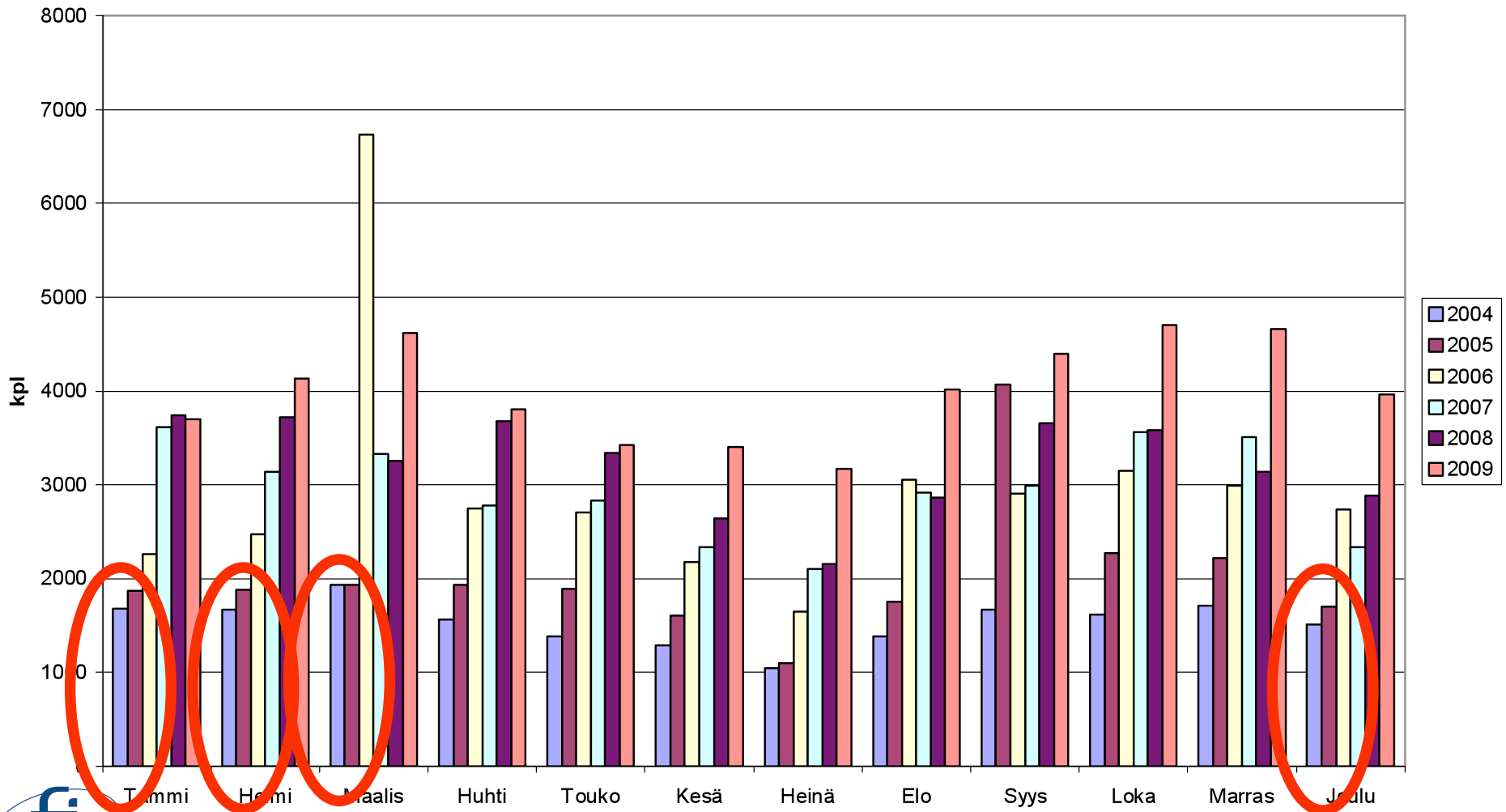
- Banners on 7 IT focused news site
- Campaign site
- Traditional "Agency" appearance
- Key message: You can have one (if you just fulfil the requirements...)
- Results: Low number of clicks, low visibility





2004 Campaign – short term benefits

Uudet rekisteröinnit per kk





2005 Spring & Autumn:

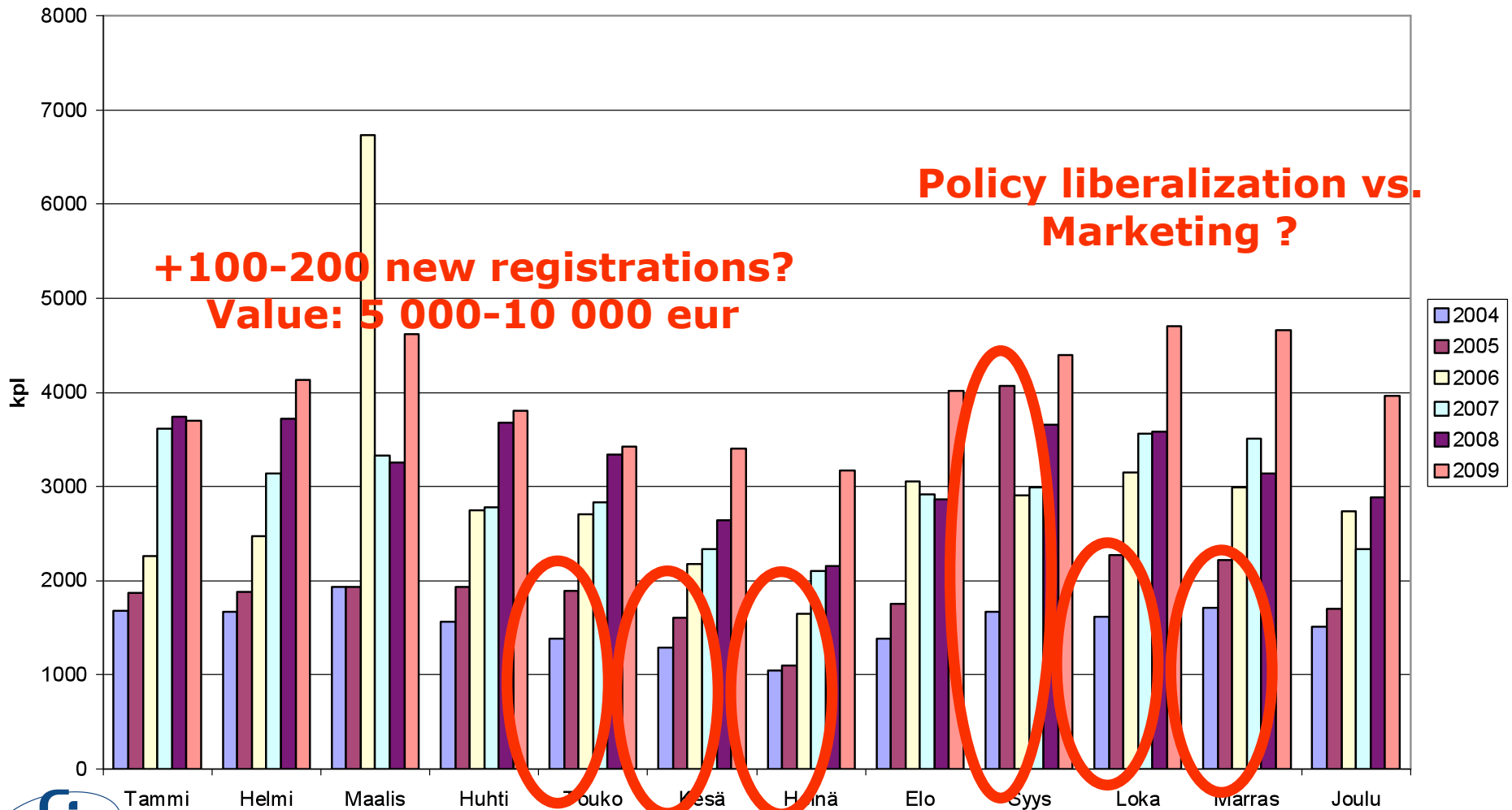
- Adds in major Finnish newspapers and medium sized outdoor adds
- Key message (spring): .fi is domestic, reliable and safe
- Key message (autumn): IDNs are now available
- Results: Nice visibility





2005 Campaign – short term benefits

Uudet rekisteröinnit per kk





.FI Marketing History

2006:

- Adds in major Finnish magazines based on “letters” from the domain name users + a campaign site.
- Key message: Benefits for private individuals
- Results: Medium or low visibility





.FI Marketing History

2007: No campaigns

2008: Marketing campaign targetting potential customers according to marketing study

- Big outdoor adds, adds in metro, a campaign site and flyers.
- Key message: Get your own identity
- Results: High visibility





.FI Marketing History

2009:

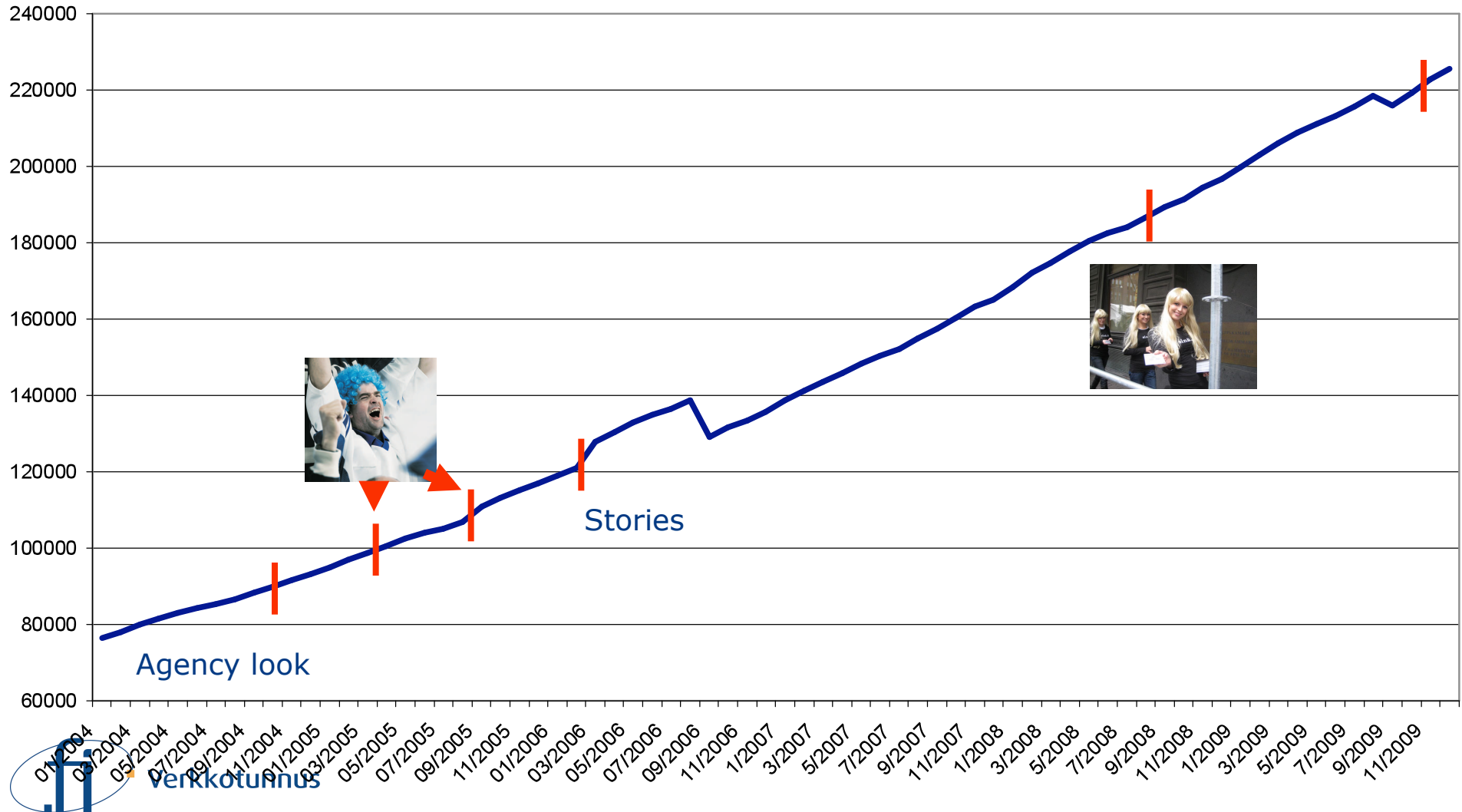
- Adds in selected Finnish newspapers, on most visited web pages, campaign site plus radio commercials.
- Key message: Ideas where to use domain names for individuals (simple examples)
- Results: Medium or low visibility, low click-rate – but radio commercials ranked among top 18 in 2009.





Results (# domain names)

Kokonaismäärä 2004-2009





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Thank You
Questions?