

CO-MARKETING USE CASE – ACQUISITION CAMPAIGN

BACKGROUND

Caitlin owns EveryDomain, which is a mid-sized business with help from external marketing support. She is looking to run a campaign encouraging .UK family domain registrations with a campaign specific price point per domain for 2 year registrations with an incentive on one of their other products to help launch new businesses. She's run a campaign like this before so would like to run it for 4 weeks as this has been successful previously. Caitlin will be using UK Domain toolkit assets and ads created by an external designer to support her campaign with a dedicated landing page, where traffic will be directed.

AVERAGE MONTHLY REGISTRATIONS: 1,000 domains

CAMPAIGN SPEND: £8,000

CAMPAIGN DURATION: 4 weeks

CAMPAIGN OBJECTIVE: Aim to generate an uplift of c. 550 new registrations (55% uplift from monthly run-rate)

AWARENESS TRACK ACTIVITY £0 SPEND

- Email to existing customers using UK Domain templates
- Dedicated landing page using .co.uk & .uk Domain logos and banners with domain search box

AWARENESS TRACK ACTIVITY £4,000 SPEND

- Paid social on Facebook & Twitter – driving branded assets using toolkit research and statistics
- Display ads using GIF animations with 'register your .UK domain today' CTA

CONVERSION/TRAFFIC TRACK ACTIVITY £4,000 SPEND

- Paid search pushing '.UK domain' related keywords and offer CTA
- Paid social on Facebook, Twitter and Instagram. With clear CTA of offer and incentive of hosting support

EveryDomain

GOAL

For new and existing customers to register .UK family domains for 2 years at a campaign specific price point plus a product incentive (4 week campaign).

CO-MARKETING MODEL

Nominet matching 50% funding across paid social and display activities and external designer costs.

REGISTRAR INVESTMENT

£4,000

NOMINET CONTRIBUTION

£4,000

EXISTING CUSTOMERS

NEW CUSTOMERS

60%

UPLIFT

(Based on an increase against average monthly registrations)

RESULTS: 1,600 domains registered during active campaign period

- A 60% uplift (600 domains) from new customer paid social, display activity and existing customer awareness activities
- There were 260 domain conversions through Display activity aimed at new customers and 190 domain conversions through paid social activity. There were 120 domain conversions from paid search. There were 30 domain conversions from the existing customer solus email activity
- EveryDomain used UK Domain assets utilising the accompanying social copy in the UK Domain toolkit

CHECK IT 🔍

NAME IT

DOT UK IT.

All figures used are for illustration only and based, where possible, on the outcomes of similar campaigns.