

# THE NOMINET CO-MARKETING PROGRAMME



# WELCOME

## DEAR NOMINET MEMBERS,

Welcome to the Nominet co-marketing programme.

We are hopeful that we can collaborate with a broad range of our members over the coming months on innovative co-marketing programmes that support both our organisations.

We invite you to read through this programme document and to get in touch with us if you would like to discuss putting a proposal together.

We look forward to working with you.



**Steve Coaker**  
Head of Commercial



# INTRODUCTION

## What is co-marketing?

Nominet offers funding to registrars to support marketing activities focused on growing new registrations, domain usage and renewals. Co-marketing activity enables registrars to try different marketing activities with the assistance of Nominet funding during an agreed period. The programme applies only to the .UK Domains Family, running each year from **1 April until 31st March**. Any marketing activity must be completed during this time period.

The programme is open to all member registrars, with the aim of supporting activities in the following areas:

- **INCREASING .UK DOMAIN FAMILY REGISTRATIONS**

Activity aimed at delivering an uplift in registrations based on visibility and prominence of .UK domains on registrar websites and additional marketing of .UK domains to new and existing customers.

- **GROWING USAGE OF .UK DOMAINS FAMILY**

Focussed activities to increase the usage of domains, based on upsell and messaging adding value to domains post-purchase, and during early- to mid- domain life cycle.

- **TARGETING HIGHER RETENTION OF .UK DOMAINS FAMILY**

Activities in advance of domain expiry, utilising data, different communication methods and marketing activities to improve renewal volumes.

We invite member registrars to discuss ideas for developing and launching activities with an emphasis on one or more of the above areas with the Nominet team.



Our recent research shows that 7 out of 10 people trust businesses with a professional .UK over free alternative domains\*

\* 2021 Trust & Awareness Survey conducted by Yonder on behalf of Nominet

# ACTIVITY TYPES WITH FUNDING DETAILS

There are three types of co-marketing activity that member registrars can participate in:

## PROMOTIONAL ACTIVITY

**Intention:** to drive growth of .UK Domains Family, this may be just for the domain or a bundled package including registrar products/services to assist registrants getting online.

**Funding:** Nominet will provide a tiered funding model based on anticipated uplift in registrations over the course of the activity above an agreed baseline, which is based on previous registration performance.

**Registrar requirements:** demonstrate external marketing spend and activity undertaken to drive uplift.

**Focus:** increasing registrations.

## .UK DOMAINS FAMILY BRAND AWARENESS ACTIVITY

**Intention:** to promote the .UK Domains Family in a large-scale marketing effort. The primary purpose of this activity is to generate brand awareness, but registration growth should also be a focus.

**Funding:** Nominet will match up to 50% of the funds required for the marketing activities.

**Registrar requirements:** demonstrate external marketing spend/activity undertaken; provide campaign metrics and lessons learned (to be agreed prior to approval of proposal).

**Focus:** increasing brand awareness of registrar brand and .UK Domains Family and increasing registrations.

## RETENTION ACTIVITY

**Intention:** to encourage existing customers to renew their .UK Domains Family. This could be used to increase renewal rates of domains in the months running up to renewal or to amplify existing registration-based co-marketing activity.

**Funding:** Nominet will match up to 50% of the funds required based on agreed marketing activity reporting and forecast renewal rate.

**Registrar requirements:** provide activity reporting (to be agreed prior to approval of proposal).

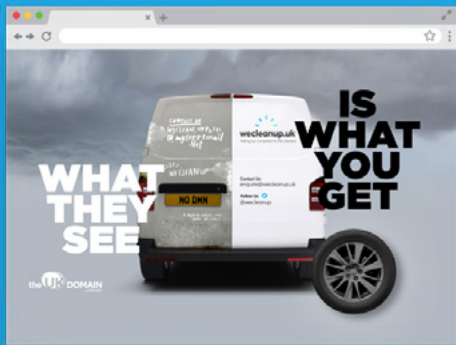
**Focus:** growing domain usage, increasing retention.



# MARKETING ELEMENTS

Co-marketing activities require strong visibility of the .UK Domains Family over competing TLDs with a strong marketing and/or communication plan specific to those activities. The Commercial team and our in-house Marketing team can advise on the marketing tactics to help build your campaign plan.

## Examples of marketing elements:



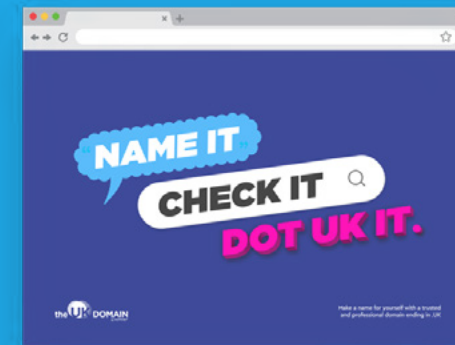
**INCREASED  
EXPOSURE ON  
REGISTRAR WEBSITE**



**PROMINENT  
DISPLAY IN SEARCH  
RANKINGS**



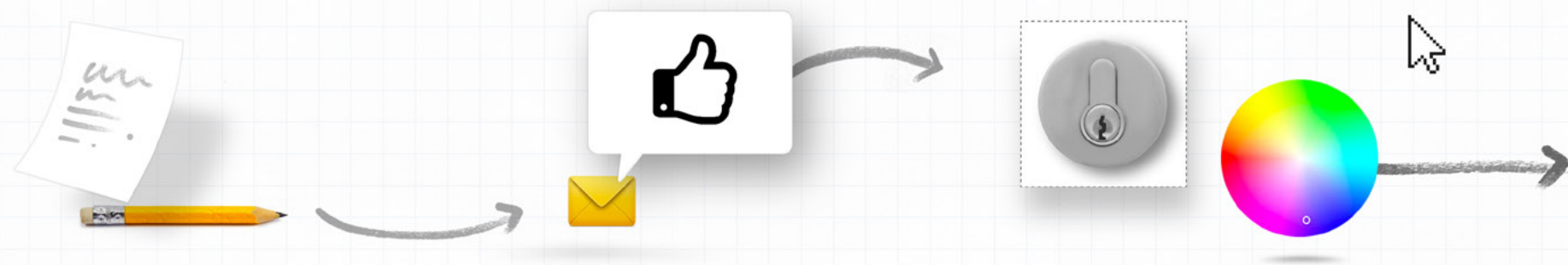
**TAILORED  
EMAIL/SOCIAL  
MEDIA MARKETING**



**SUPPORTING  
PAID ADVERTISING  
ACTIVITIES**

The Channel Marketing Portal has some really useful campaign planning and support ideas under the ['Marketing Masterclass' section](#). You can also access creative assets that cover all communication channel options in the ['Toolkit' section](#).

# THE PROCESS EXPLAINED



## 1. SUBMIT YOUR PROPOSAL

Submit your proposal via [our online form which can be found here](#).

Once submitted, a member of the team will be in contact to discuss the proposal in more detail. All co-marketing proposals are put together jointly, based on your ideas and our team's experience.

## 2. WE REVIEW

All proposals are reviewed by the Commercial, Marketing and Finance teams prior to approval to ensure their chances of success. You will receive a decision within 20 working days including (if applicable) details of agreed funds and conditions. We may have some questions during this period just to ensure we fully understand your proposal.

## 3. PRESENT YOUR CREATIVE

Provide creative materials for Nominet's approval 10 working days prior to the launch of the activity.



## 4. LAUNCH YOUR ACTIVITY

Carry out co-marketing activity as outlined in the proposal.

## 5. SHARE RESULTS

Share agreed results of the activity and relevant invoices no later than 30 working days after completion.

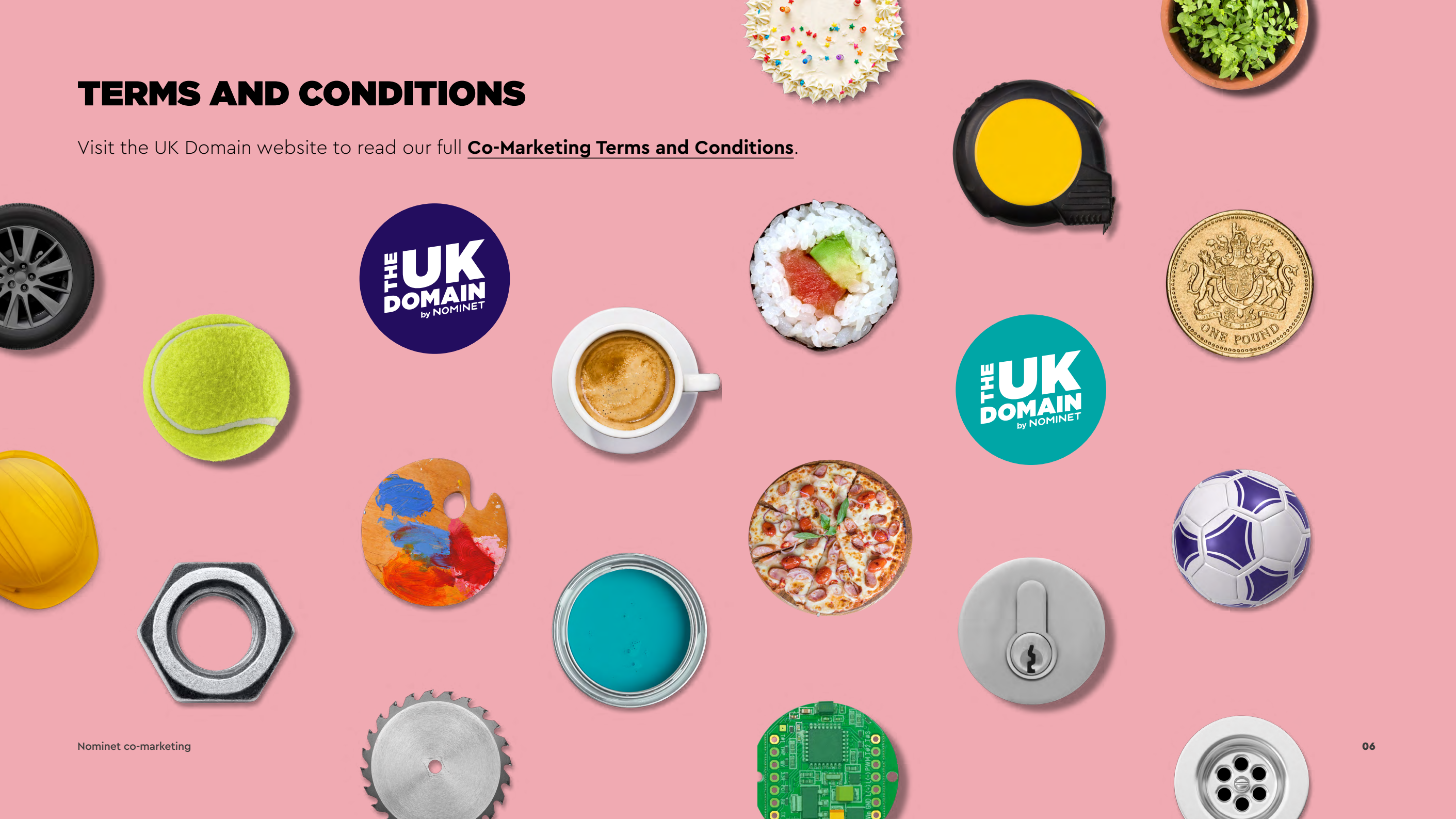
## 6. PROJECT COMPLETE

Receive agreed funds.



# TERMS AND CONDITIONS

Visit the UK Domain website to read our full [Co-Marketing Terms and Conditions](#).



**“NAME IT”**

**CHECK IT** 🔍

**DOT UK IT.**



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