.UK AWARENESS CAMPAIGN-IN-A-BOX

NAME IT
CHECK IT
DOT UK IT.

THE UK DOMAIN by NOMINET
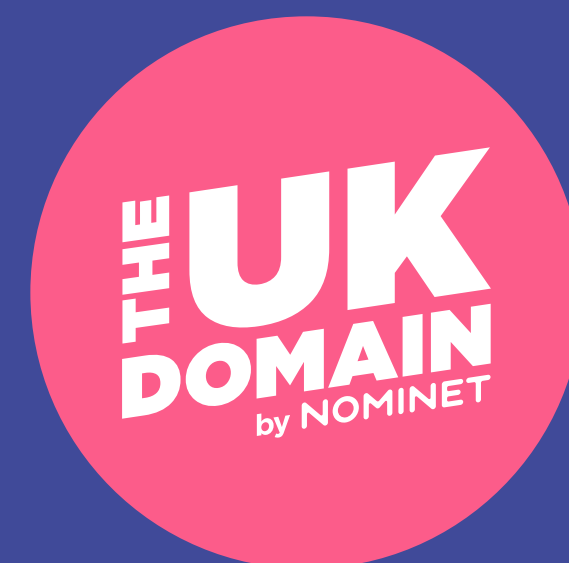
.UK AWARENESS CAMPAIGN-IN-A-BOX

Welcome to our Campaign-in-a-box Toolkit for .UK awareness, designed to help you launch your .UK Family Domain awareness campaign. This has been built as a four-week campaign plan with the objective of driving .UK Family Domain awareness and registrations. This timeline will show you when to launch the campaign assets and tips on how to measure your performance.

Should you have any further questions please email MarketingTeam@nominet.org.uk

PRE-CAMPAIGN SETUP

To help you get started, we recommend you have a look through our Campaign Planning Checklist which will act as a handy step-by-step guide.

First, establish your overall objective, then what content you need and where you're going to drive your prospective customers to. You can use the pre-campaign assets folder to create a dedicated landing page with banners and digital assets. If you require different sizes to what we have supplied, please email MarketingTeam@nominet.org.uk

Once you have your landing page setup, you'll want to create UTM (Urchin Tracking Module) tracking codes, which are snippets of code attached to a URL that enables you to track your campaign assets across your different channels to drive traffic and leads. This way you'll be able to measure the amount of traffic and see what assets are working best for you during your campaign and allow you to optimise to those best-performing assets and channels.

For more information on what UTM codes are and how to set them up, read our article on how to track campaigns using UTM tracking.

THE UK DOMAIN
by NOMINET

Campaign Planning Checklist

This handy checklist has been put together by our in-house Marketing team to help you plan and launch your marketing campaigns

WEEK ONE

LAUNCH FIRST TRACK OF CAMPAIGN TO NEW AND EXISTING CUSTOMERS

Launch your first track of the campaign using the relevant ad placements shown to the right with corresponding assets and suggested copy.

You can use targeting in your ads, for example, you could include a target audience of start-up businesses for new customer acquisition.

AUDIENCE

The target audience for this campaign is both new and existing customers.

PAID SOCIAL AND DISPLAY SPEND

To determine your campaign budget, you need to think of what's an appropriate cost per lead for your business. You also need to think about the ROAS (Return On Ad Spend) which measures the amount of revenue your business earns for each pound spent on advertising.

If it's your first time placing an ad, start small and optimise as you go, to get your ads performing at their best. You can tweak parameters such as spend caps, audience segmentation or the call-to-action copy to improve the performance of the ads. Once you can see what combination works best, you can optimise your spend towards that. For example, if you had a total £2K budget then assigning £450 to your initial testing would be a good starting point, i.e. £150 to each platform.

Find advice on optimising online ads.
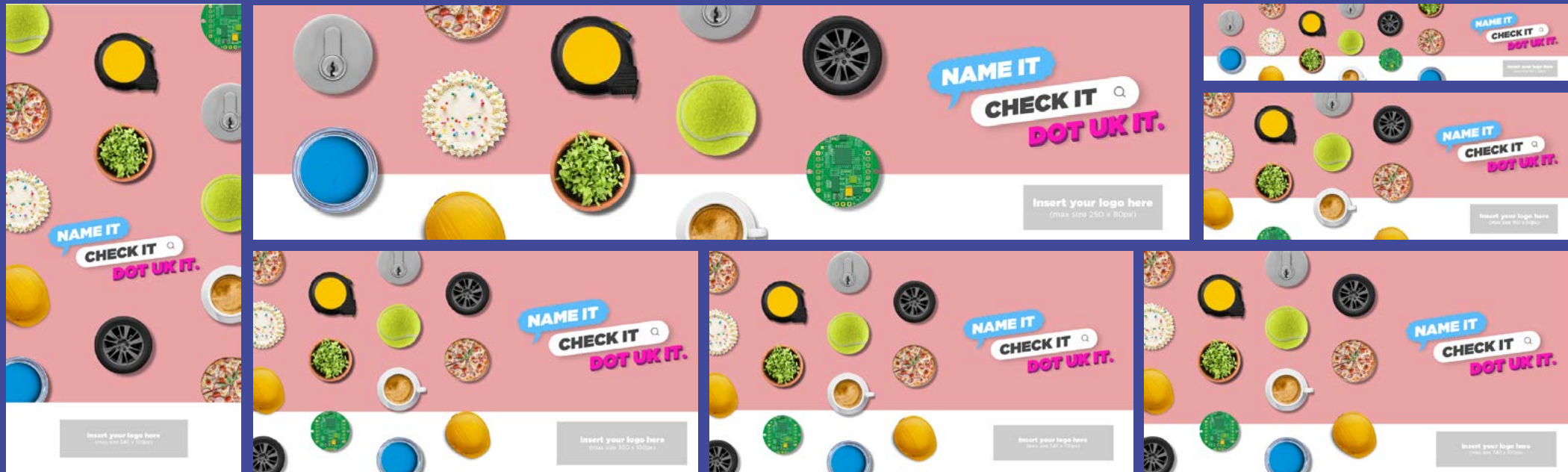
| PLATFORM	ASSET	SUGGESTED SOCIAL COPY	ACTION
Facebook	HERO_Facebook_1200x628	Make a lasting impression with a .UK domain. Search for your domain today	
Twitter	HERO_Twitter_1024x512 or 1200x675	Put your business on the map with a trusted and unique domain ending in .UK	Link to dedicated landing page
Display	HERO_DisplayAsset_ In sizes: (300x250, 300x600, 320x100, 336x280, 728x90)	Make a lasting impression with a .UK domain. Search for your domain today	
Email Send	HERO_EmailBanner_ in either (580x250, 660x250 or 660x280)	Email copy template provided	

WEEK ONE

EXISTING CUSTOMER EMAIL COPY

Before sending out your first email to your existing opted-in database, make sure to send a test email to yourself to check any links to your landing page are correct and any UTM tracking codes are working correctly.

Find more information on [gathering consent, data protection and GDPR in our online guide](#).

TEMPLATE

EMAIL SEND #1 – EXISTING CUSTOMERS

Subject line: Make a name for yourself!
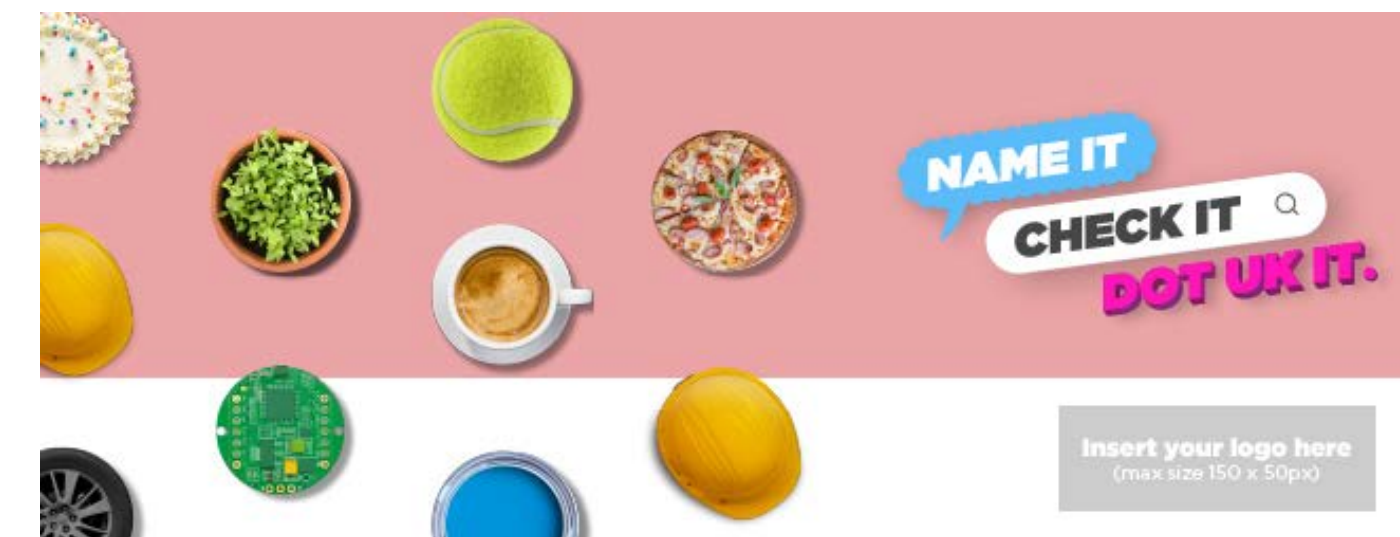
Recent research shows that 7 out of 10 people trust businesses with a professional .UK domain over free alternatives. (2021 Trust & Awareness Survey conducted by Yonder on behalf of Nominet)

Whether you have a website, email address or social media presence, build trust with a name and handle that is unique for your business.
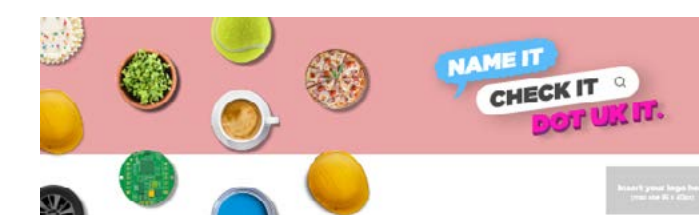
Register your domain today, from only "ENTER OFFER PRICE HERE"

Make a name for yourself today!

NAME Example

Company Name

WEEK TWO

REVIEW FIRST WEEK, ADJUST SPEND AND SWAP OUT ASSETS IF NEEDED

Look at how your activity is doing across each platform and identify what activities are getting the most traction. Find tips on how to measure your content performance.

If you feel some of the assets aren't receiving your desired reach, you can swap out your week one imagery with week two assets instead. If you do choose to swap out assets, please make sure you set up new tracking codes for these before replacing them.

Find tips and advice on how to set up UTM tracking codes.

PAID SOCIAL AND DISPLAY

AUDIENCE

The target audience for this campaign is both new and existing customers.

PLATFORM	ASSET	SUGGESTED SOCIAL COPY	ACTION
Facebook	7_out_of_10_ Facebook_1200x600	7 out of 10 UK consumers prefer to click on websites ending in .UK. Search for your domain today	
Twitter	7_out_of_10_ Twitter_1024x512 or 1200x675	7 out of 10 customers prefer trading with a business that uses a professional domain name ending in .UK. Search for your domain today	Link to dedicated landing page
Display	7_out_of_10_DisplayAsset In sizes (300x250, 300x600 320x100, 336x280, 728x90)	7 out of 10 UK consumers prefer to click on websites ending in .UK. Search for your domain today	

WEEK THREE

REVIEW FIRST AND SECOND WEEK ACTIVITY, ADJUST SPEND AND SWAP OUT ASSETS IF NEEDED

Look at how your activity is performing across all channels and identify what assets are working best. If you feel the week two assets are still not receiving your desired reach and you think you need to drive a stronger message, then you can look at swapping out some assets in the third week of the campaign.
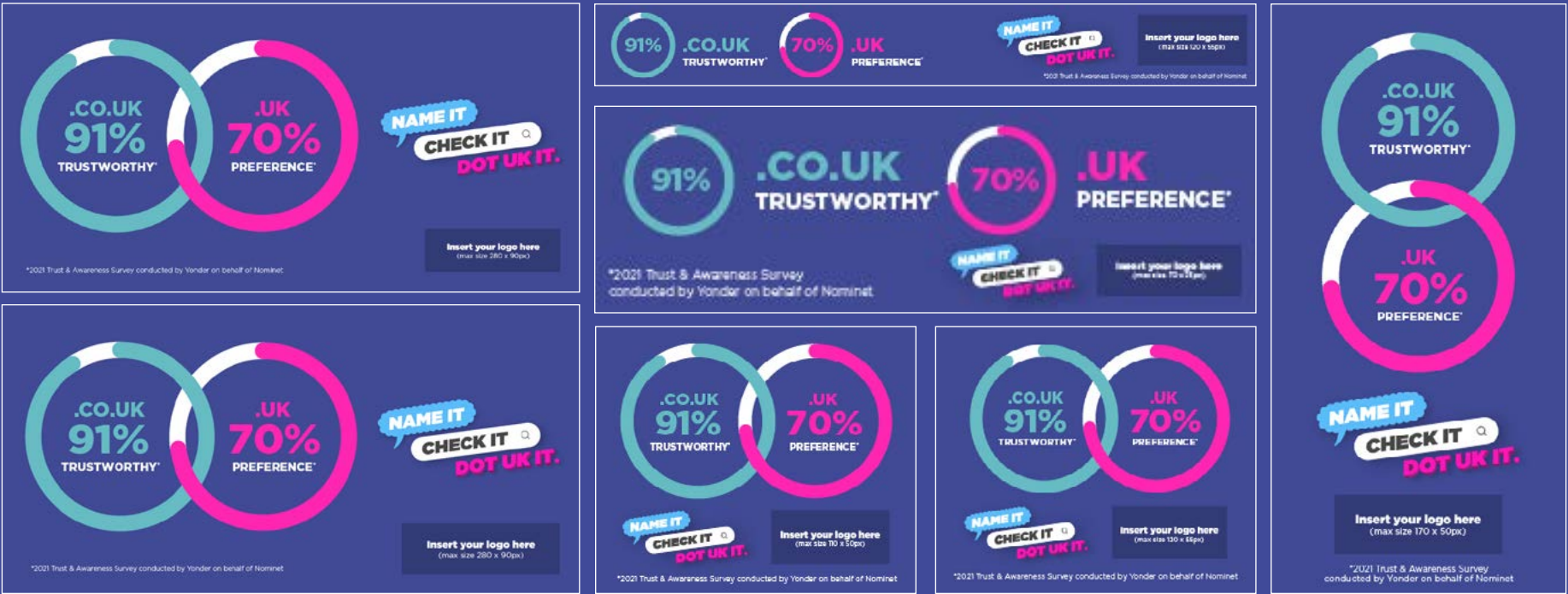
Alternatively, you can look at ways to improve your ROI from your paid social ads.

If you do choose to swap out any assets, please make sure you set up new UTM (Urchin Tracking Module) tracking codes for these before replacing them. During week three, you will also send out your second email to your existing customers.

PAID SOCIAL AND DISPLAY

AUDIENCE

The target audience for this campaign is both new and existing customers.

PLATFORM	ASSET	SUGGESTED SOCIAL COPY	ACTION
Facebook	Trust_and_preference_ Facebook_1200x600	91% of people said a .co.uk domain ending was trustworthy, with 70% of people ranking any .UK domain ending as their first preference when browsing online	
Twitter	Trust_and_preference_ Twitter_1024x512 or 1200x675	91% of people said that they thought a .co.uk domain ending was trustworthy when browsing online – get yours today	Link to dedicated landing page
Display	Trust_and_preference_DisplayAsset_ in sizes: (300x250, 300x600, 320x100, 336x280, 728x90)	7 out of 10 customers prefer trading with businesses with a website or email address ending in .UK	
Email Send	Check_it_Name_it_EmailBanner_ in either (580x250, 660x250 or 660x280)	Email copy template provided	

WEEK THREE

EXISTING CUSTOMER EMAIL COPY

Before sending out your email to your existing customers, we recommend you send a test email to yourself to check any links to your landing page are correct and UTM tracking codes are working correctly.

TEMPLATE

EMAIL SEND #2 – EXISTING CUSTOMERS

Subject line: Name it, Check it, Dot UK it

Find the perfect .UK domain and make a name for yourself.

Your email address, website name and social media accounts are as valuable as the services you offer and products you make.

Register your domain today, from only "ENTER CAMPAIGN OFFER PRICE HERE"

Make a name for yourself today!

NAME Example

Company Name

WEEK FOUR

REVIEW THREE-WEEK PERIOD OF ACTIVITY AND ADJUST SPEND IF NEEDED

Look at how your activity is performing across each platform. If you feel your ads could be receiving more engagement you could look more closely at your audience targeting, perhaps making it more refined to target best-performing audiences so far or making it broader to extend your reach.

Find advice on optimising online ads.

If you do choose to swap out assets, please make sure you set up new UTM tracking codes for these before replacing them.

POST-CAMPAIGN

Look at all performance across the whole campaign for each activity, looking at what worked and what engagement, traffic and domain registrations you received. You may like to complete a report outlining these key KPIs (Key Performance Indicators), including some brief descriptions of what went well, what you could improve and what learnings you had from the campaign overall.

Should you require any assets to be resized or have any further questions regarding the campaign timeline, please email MarketingTeam@nominet.org.uk

FOR TIPS ON HOW TO MEASURE AND REPORT ON YOUR CAMPAIGN CONTENT SEE OUR BLOGS BELOW

- Three ways to measure content performance

- How to use Google Data Studio: A guide for small businesses

- Seven ways to measure the performance of your email campaigns

Please complete our feedback survey on the usage of our .UK Awareness Campaign-in-a-box toolkit