

# THE NOMINET CO-MARKETING PROGRAMME



*The UK Domain  
from Nominet*





# 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 Sales & Marketing



# 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 31 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**  
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.

**Our 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. Our in-house team can advise on the marketing 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

You can access UK Domain brand guidelines and logos from [our Toolkit](#).

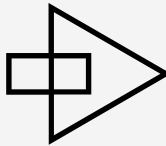


# THE PROCESS EXPLAINED



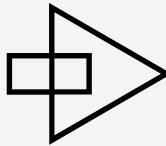
## 1. Submit your proposal

Submit your proposal via [accountmanagement@nominet.uk](mailto:accountmanagement@nominet.uk)  
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.



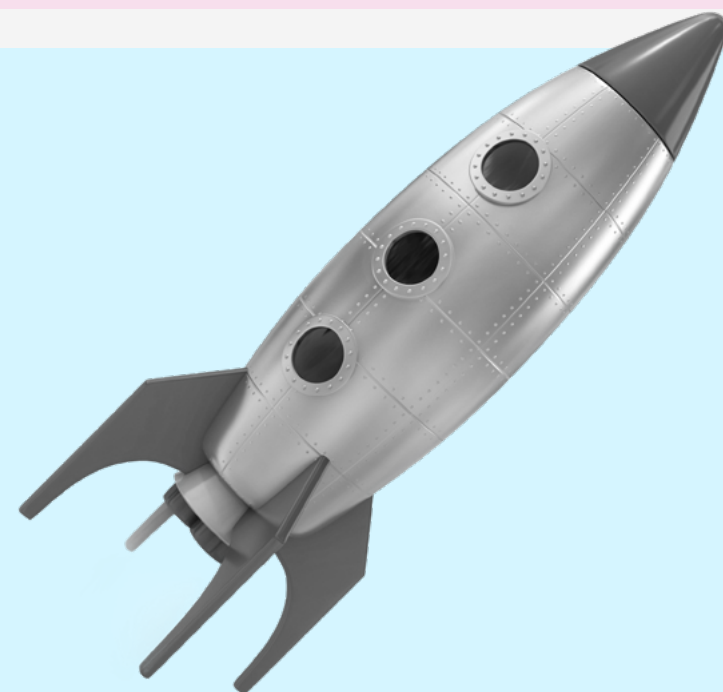
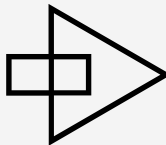
## 2. We review

All proposals are reviewed by the Marketing & Sales 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.



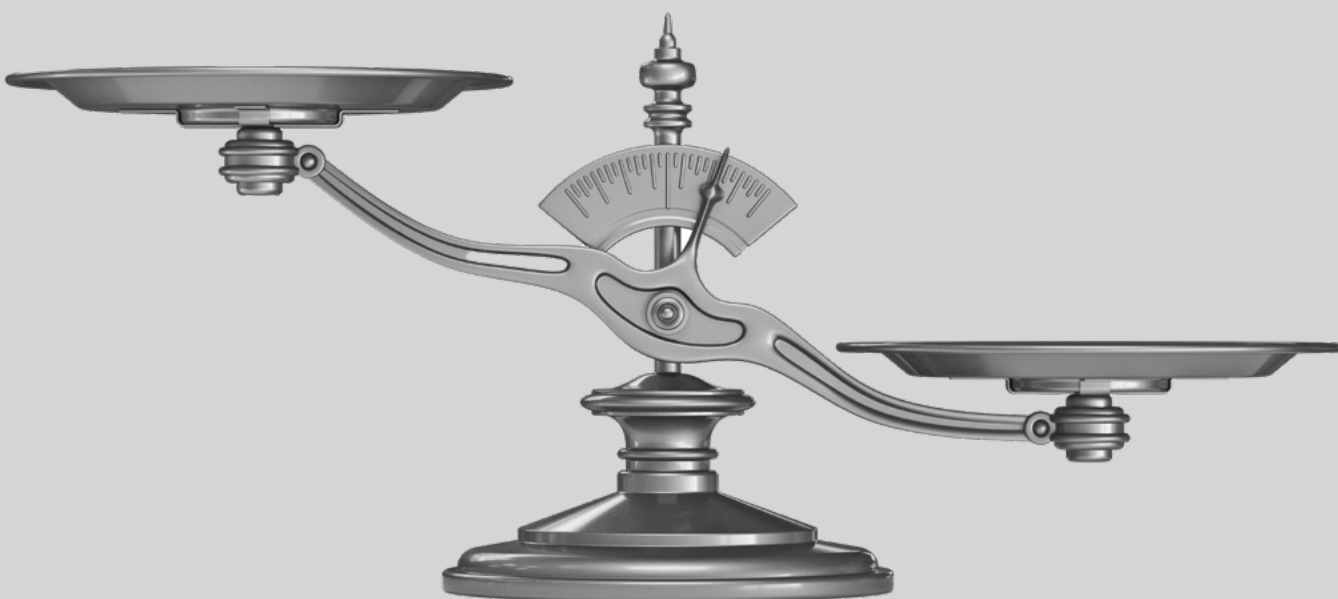
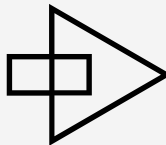
## 3. Present your creative

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.



We've put together some handy  
FAQs which can be found [here](#).

## Terms and Conditions

Visit the UK Domain website to read our  
full [co-marketing Terms and Conditions](#)

## Contact Us

Email us at [accountmanagement@nominet.uk](mailto:accountmanagement@nominet.uk)



*The UK Domain  
from Nominet*

