

CO-MARKETING USE CASE – ACQUISITION CAMPAIGN

BACKGROUND

Jeffery owns XXHosting and as a small business he does his own marketing. He is looking to run a campaign encouraging .UK family domain registrations with a campaign specific price point per domain per year coupled with the incentive of 1 year free hosting. He's not run a campaign like this before so would like to pilot it for 2-4 weeks to test the success of the campaign. Jeffery will be using UK Domain toolkit assets to support his campaign and on his dedicated landing page, where the traffic will be directed to.

AVERAGE MONTHLY REGISTRATIONS : 200 domains

CAMPAIGN BUDGET : £1,000

CAMPAIGN DURATION : 4 weeks

CAMPAIGN OBJECTIVE : Aim to generate an uplift of c. 150 new registrations (75% uplift from monthly run-rate)

XXHosting

GOAL
For new and existing customers to register .UK family domains at a campaign specific price point with the incentive of 1 year free hosting (4 week campaign).

CO-MARKETING MODEL
Nominet matching 50% funding across paid social and display activities.

REGISTRAR INVESTMENT
£500

NOMINET CONTRIBUTION
£500

EXISTING CUSTOMERS

AWARENESS ACTIVITY £0 SPEND

- Email to existing customers using stat-led messaging
- Dedicated landing page using campaign content and domain search box

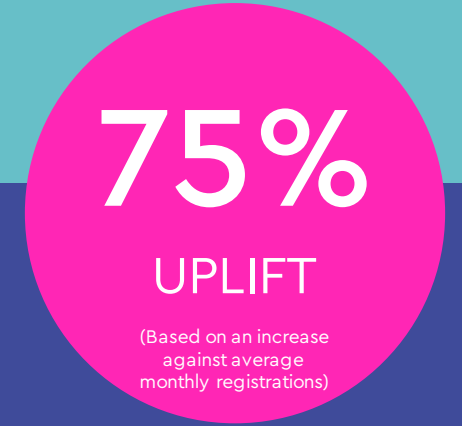
NEW CUSTOMERS

AWARENESS ACTIVITY £500 SPEND

- Paid social on Facebook – using static banners and animation
- Display ads using campaign banners, leading to dedicated landing page with domain search

CONVERSION/TRAFFIC ACTIVITY £500 SPEND

- Paid & organic social on Facebook & Twitter - using static banners and animation leading to domain search page



RESULTS: 350 domains registered during active campaign period

- A 75% uplift (150 domains) from new customer paid social, display activity and existing customer awareness activities
- There were 97 domain conversions through display activity aimed at new customers and 46 domain conversions through paid social activity. There were 7 domain conversions from the existing customer solus email activity
- XXHosting used UK Domain toolkit assets to keep production costs at minimum



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