Run & operate 300+ TLDs with 13 Million Domain Names
Local

Global
.CO is the country code top level domain (TLD) delegated by ICANN to the Republic of Colombia.
COLOMBIA LOCAL EFFORTS

**Sponsored Annual Survey:** .CO has sponsored a Colombia annual survey for the past three years that looks at the uses and perceptions of the Internet. This year’s survey has lead to 260+ earned media articles as well as news, radio and Internet features.

**Colombia 4.0:** STEAM industry event with 35k attendees over 4 days. .CO presented a “History of the Internet” interactive timeline of events with virtual reality game and quiz.

**Women IT Summit:** One of two main sponsors at event which brought together 440 senior executives women from tech companies across Colombia.
COLOMBIA PR & COMMUNICATION STRATEGY

**Content for SME’s & Entrepreneurs**: Content curated to help Colombians initiate their digital transformation. Article topics include: SEO, SEM, website creation, free tools, law aspect of Internet, etc.

**Success Case Stories (#OrgullosodeserCO)**: Video case studies of entrepreneurs who use a .CO or .COM.CO domain. Promotion includes paid advertising via Facebook, Youtube and Adwords.

**Female Entrepreneurs**: For International Women’s Day in March we create special content for tailored for women and highlighting successful female entrepreneurs. This initiative received recognition from National medias for these efforts.
Here’s what all this means…

3rd level domains (mycompany.com.co) are made available to signal locally relevant business, commercial and/or other interests or presence within Colombia (available with no domicile restrictions or requirements).

But the “Global Story” is…

2nd level domains (mycompany.co) are available worldwide to signal globally relevant business, commercial and/or other interests or presence.
.CO – GLOBAL BRANDING EFFORTS

WE’LL HELP YOU MAKE THE RIGHT CONNECTIONS

.co

neustar

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More than 20 Countries already use “CO” as part of their third level domain designation

EXPANSION IN INDIA

**What:** Expanded efforts to engage and promote our .CO TLD to the Indian market. Includes on the ground efforts events and promotions.

**Why:** India continues to be a high-growth geo for .CO and is our 2nd largest location of global website traffic.

**Platforms:** Dedicated *market* page via Facebook account and global Twitter feed for engagement.

**Efforts:**
- Teaser + intro video
- #BrandingSchool educational content creation
- Startup humor which resonates with local audience
- Support of female entrepreneurship efforts
Approach:

Despite just receiving MIIT approval for registration in-country, .CO has supported the startup and entrepreneur community in China for the past several years.

Activities include: (to name a few)

- Startup Salad partnership
- Brand Ambassador Program
- Girls’ Day/Female entrepreneurship efforts
CHINA ON-THE-GROUND EFFORTS

**EDM** – Monthly correspondence with local Chinese community to promote efforts, upcoming events and celebrate .CO’ers.

**Startup Salad** – Partnership with salad.co in support of Chinese entrepreneurs and small businesses.

**Her Dream** – Local iteration of female entrepreneurship efforts including “Girl’s Day” events and promoting of female .CO’ers.

**Events** – Include hackathons, local lunches for .CO community influencers, localized collateral to support holidays and events.

**Brand Ambassador** – Relationship with local Chinese business owners on a .CO domain a la Influencer Marketing style promotion and support.

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Be .COurageous – Global multi platform campaign looking to inspire, motivate and celebrate female entrepreneurs and business owners.

Promotion – Content heavy with industry articles, educational materials and interviews with female .COers.

Goal – Awareness in the WIT community. Drive engagement by pushing traffic back to website and dedicated landing page for content consumption. Remessage offsite for registrations.
.CO – FEMALE ENTREPRENEURSHIP
.CO IS A FAST GROWING GLOBAL TLD

CELEBRATING 8 YEARS OF INNOVATION

FEB 2010
28,000 names – local Colombia extension now managed by .CO Internet SAS

JULY 2010
.CO launched globally

FEB 2011
1st Superbowl ad with GoDaddy

JUNE 2011
1 Million registrations achieved in .CO

FEB 2012
Startup America and .CO partnership launched

JUNE 2018
.CO legal in China

MAR 2010
.T.CO acquired by Twitter

JULY 2010
0.CO acquired by Overstock.com

MAY 2011
Amazon acquired A.CO, Z.CO & K.CO

JUNE 2011
G.CO acquired by Google

JAN 2016
2 Million registrations achieved by .CO

JULY 2018
.CO continues to grow with awesome support and team!!!
.CO is...

SHORT
MEMORABLE
SEO-FRIENDLY
AVAILABLE
The domain name choice for small business owners.

Find yours now
Historically only available in the 3rd, 4th or 5th level to local governments, cities and schools

2001 - Launched .US extension in the 2nd level to the global community

Developed policies & procedures to maintain .US as a digital resource to serve the American public with the ability to be utilized around the world.
LOCALITY DOMAINS

ocean.ccsf.cc.ca.us

piedmont.k12.ca.us/havens
Brand Mission

- Build a sense of community and belonging. To create a space online where businesses, families, civic groups, organizations, and non-profits can build and share their story. We have expanded our audience targets and redefined the .US brand sentiment:

- .US is the web address of choice for anyone with a dream to chase, an idea to share, a cause to champion, or a business to promote. Whoever you are, wherever you come from, the .US community is the online place to share your story, think globally and connect locally.
The Story of .US™
The Story of .US

**What:** A compilation reel + featured stories of .US registrants highlighting who they are, how they use their .US domains, and why they love .US

**Promotion:** Paid advertising across pre-roll and OTT platforms, complimented by social media targeting and paid remessaging to engage small businesses.

**Who:** Business startup, tech interest, domain name interest, current social followers + friends of followers, clone and lookalike audiences.

Target audience with video message → Increase reach leveraging lower TV costs → Push traffic to video gallery → Drive page depth via complementary blogs → Remessaging on social + programmatic
.US – VIDEO PRE-ROLL CAMPAIGN

Mash-up Compilation

Featured .US Story

The Story of .US

zoom.us
Zoom Video Communications
EVERY STORY IS UNIQUE, YOUR WEB ADDRESS SHOULD BE TOO.

Thankful for .US

This is .US
.WE LOVE OUR PARTNERS

.US and Neustar are proud to support My Connected World
WE LOVE OUR PARTNERS

**What:** Year-round efforts are ongoing looking for new and innovative ways to support our target communities across all TLDs.

**Where:** Global, from India to China to start-ups worldwide.

**Who:** Where partner goals, audience and objectives align with that of our TLD communities. We are proud to have partnered with some of the most prominent start-up, tech and digital literacy groups across the globe.
What to Expect:
A rundown of the current state of the domain industry and .US specifically. Plus policy considerations for domain growth and community outreach to establish top civic priorities for future direction.

Featured Speakers:
• Shane Tews — Host, Chair .US Stakeholder Council
• Crystal Peterson — Director, Registry Services Neustar
• Becky Burr — Deputy General Counsel Neustar
• Judy Song — Council Secretariat, Director of Registry Policy, Compliance & Business Affairs

Sign up to Attend at www.about.us/townhall
THANK YOU

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