.US State of the Domain
ICANN Puerto Rico
2.1m+
Domains Under Management

46.5% ↑
New Creates are higher YoY

80%
Average Blended Renewal Rate

59%
Identify as individuals (per Nexus review)
This is .US
Share Your Story with a Web Address that's Uniquely Yours.

- **Dates**: January 1 – February 15
- **Audience**: Newly engaged couples in search of creating a wedding website
- **What**: Custom “.us” URL to personalize your wedding website
- **Promotion**: Social and paid media including Facebook, Pinterest, Programmatic and content promotion.
- **CTA**: .US is Your Story – Get Started
National Small Business Week

- **Dates**: April 30th – May 6th
- **Audience**: Small business owners in the U.S.
- **What**: Advocate SBA initiatives & resources like SBA.gov and promote use-cases of .US business owners, wedding sites, or family sites.
- **Promotion**: Facebook and Twitter
- **CTA**: Learn More
Dream with .US
We Don’t Just See Businesses, We See the People Behind Them.

- **Dates**: June 26 – July 24
- **Audience**: “Main Street”: small business owners that don’t already have a website.
- **What**: “Online toolkit for small businesses - All the resources you need to create your online storefront and get your website off the ground”
- **Promotion**: Social and paid media including Facebook and Twitter promotion.
- **CTA**: Start with .US
SMB Content Series

01  02  03  04

01  02  03  04

3 Mistakes to Avoid When Registering a Domain Name

8 Tips to Help Search Engines Find Your Small Business Website

Getting a Small Business Online is Easier Than You Think

6 Tricks to Make Your Small Business Website More Engaging
SMB Content Series

05

Hashtags and Domain Names

06

How to Drive Traffic to Your Website

07

Social Media Strategies: Why Your Business Needs to Get Social

08

Getting the Word Out: Promotional Materials for Your Business

09

How to Master Lead Generation
SEM Campaign

• **Dates**: January 2017 - Present
• **Keywords**: Domain, registry, TLD, buy/purchase Ad Groups
• **Goal**: Drive awareness of .US as domain extension of choice for businesses, families, and couples.
• **Secondary**: Provide resources to small businesses through online toolkit
In partnership with .US and Weebly, we have sponsored Everfi’s digital learning student program.

This program will reach hundreds of students** and their families with a .US domain, website and web services to gain experience in the digital world.

The program kicks off in October 2017 with campaigns expected to rollout state by state through Everfi.

**No students under the age of 13 will be included in the program due to online privacy policies & restrictions.
THANK YOU

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