.CR FOR THE LOCAL
“TIICO” MARKET

NIC Costa Rica

ROSA LÍA MORALES
EXECUTIVE DIRECTOR
rosalia.morales@nic.cr
BACKGROUND

Creation of a communications department.

Budget allocation to develop a communications campaign.

The challenge of making people aware of .cr and promoting its sales using a small part of the total budget.

Establishing social networks as the main communications channel to meet campaign objectives.
To associate NIC Costa Rica with the "Ticos" sense of belonging and pride and as a young and agile organization, by means of an innovative use of social networks and non-traditional media.
SPECIFIC OBJECTIVES

To generate an emotional bond between NIC Costa Rica and Costa Ricans.

To increase brand visibility and social network followers, most importantly on Facebook.

To promote the use of .cr domains.

To encourage Costa Ricans to speak favorably about the brand.

To increase sales on the new website www.nic.cr.
Current clients: 35 to 55 years of age, tech savvy.

Potential clients: entrepreneurs aged 17 to 34 years, domain-buying geeks and the general public.
WHAT’S COMING IN 2016?
2016 COMUNICATIONS CAMPAIGN'S OBJECTIVES

To inform about the projects and initiatives where NIC Costa Rica is actively participating.

To increase sales.
STRATEGIES

Special content creation for social networks (.gift, viral videos)
Special Events: LACNIC 26 in San José, Costa Rica.
Creation of a client loyalty system: Memberships, coupons and discounts.
Constant uploading of new web content.
Public relations program with decision-makers such as ad agencies.
Below the Line (BTL)

Presence in key national technology events.
Website update.
Domain promotions (Black Friday, Christmas, etc.)
Lower rates.
Work with registrars.
Alliances with SMEs and entrepreneurs.
THANK YOU
Rosalía Morales
rosalia.morales@nic.cr