

Registry launches “Chinese Domain Ambassador Program”

BY ANDREW ALLEMANN - AUG 20, 2014 | DOMAIN SERVICES

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Registry engages with customers with ambassador program.

Here's another example of a registry reaching out directly to its registrants to help promote their new top level domain name.

TLD Registry, the company behind Dot Chinese Online (.在线) and Dot Chinese Website (.中文网), has launched its Chinese Domain Ambassador Program.

The company noticed a group of Chinese domainers supporting their domain names shortly after launch. It reached out to these domain investors, initially via Chinese social media.

TLD Registry got the group of domain investors together at a kick-off event earlier this week. It's offering them access to portfolios of reserved premium domains, direct access to company experts, a monthly meetup and invitations to our events in China and around the world.

Every TLD has its fans, and I think it's smart for registries to reach out and work with these fans one-on-one. Not only are they likely to register more domain names, but they'll also tell their friends.

.Co is perhaps the best example of a registry doing this. The registry proactively reached out to .co companies to invite them to local events. This was key to building community around .co.

Here's a picture from the Ambassador Program kick-off event.



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MEDIA REPORT

Registry launches “Chinese Domain Ambassador Program”

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- 将顶级域名的拥护者变为品牌使可以使更多的人了解域名资讯，是一个非常好的策略。