



Evolution of marketing with the development of social media

5th International conference for ccTLD registries and registrars of CIS, Central and Eastern Europe

Budva / September 13, 2012

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Enough about ME ...



Let's talk about **.ME!**



About .ME

Operated by **doMEn** d.o.o – a partnership between Me-Net, Afiliast, and GoDaddy

- **Me-Net** is a local company
- **Afiliast** provides world class registry services and broad access to register domains through registrars
- **GoDaddy** is world's largest registrar



Our **THING**

.Me carries meaning in *English, Dutch, Italian, Spanish, Bulgarian, Serbian, Croatian, Portuguese* etc.

Brandable, cool and **.Me** morable –

- Ama.me,
- Call.me,
- VoteFor.Me,
- Visible.me
- Connect.me
- Join.me
- Help.me
- Kiss.me

Premium Names

Non-Auction Allocation Program

- Business plan
- Significant traffic and good references
- Upfront fee

Auctions



What makes .ME different?



.me is about YOU!

BRANDING: THE VERY (VERY, VERY) SHORT HISTORY

(1) Unique Selling Proposition

"Melts in your mouth, not in your hand"

M&M's



*"You get fresh, hot pizza delivered to your door in 30 minutes or less – or it's **free**."*

Domino's Pizza



(2) Emotional Selling Proposition



(3) Organizational Selling Proposition



(4) Brand Selling Proposition



5 Me Selling Proposition

USP → MSP

The audiences **own**
the brands - at least,
they **feel they do**. It's
the **ultimate** branding
achievement.

- Martin Lindstrom

Personalized M&M'S®
with your words, faces and colors!



***5* Me Selling Proposition**



ESP → MSP



5 Me Selling Proposition



OSP → MSP



CONVERSE® – Design Your Own

DESIGN
YOUR
OWN



WITH DC COMICS
& CONVERSE



Today's marketing focuses on **individuals** and **personalization**



What makes .ME different?



The .ME community



The community at home

COMMUNITY
MONTENEGRO AND

.ME Registry Sends Montenegro to the Olympiad in Informatics



.ME Registry awards IEDC scholarships



web fest.Me



Digitalizuj.Me

5 stvari o kojima treba da vodite računa kada pravite svoj infografik

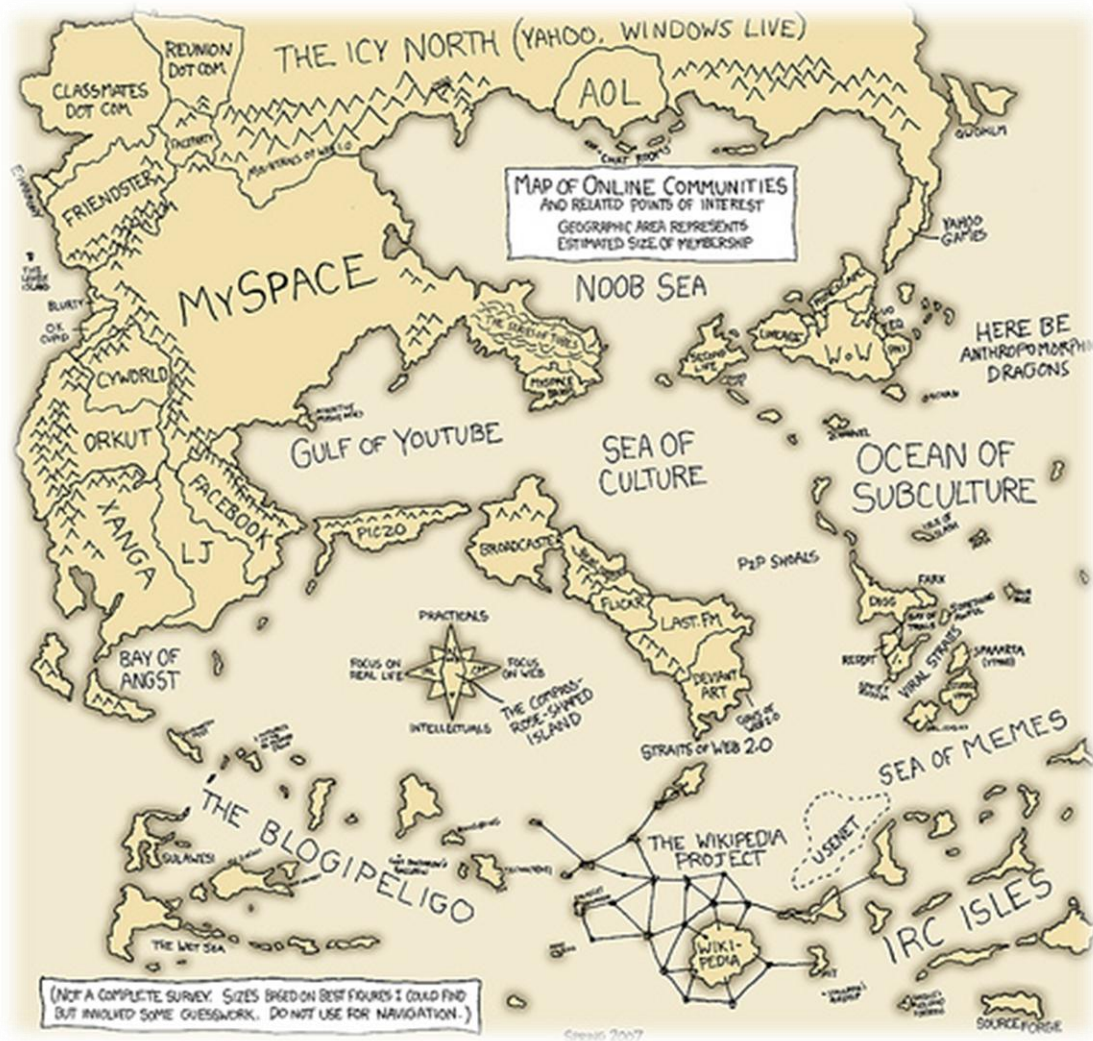


Posted on March 2012 | 0 Comments

Ja sam volim stripove i likovne i opet a knjige se zbiljava (ali se poslušaj i stihom da o stvarima jer zaboga, ali je govoriš o od bajbi, sićuš, i ukratko zbog toga stvarno volim ovaj novi medij predstavlja i jedna prosvrva, stripovi i satiristički i opet je infografika, pa mora predstaviti i jedna prosvrva, stripovi i tražeci nove. Čak se može reći da sam i...)

Twitter Facebook YouTube LinkedIn

And worldwide thanks to social media



.Me is about YOU!

.ME BLOG



Express yourself.



Search



BACK TO MAIN SITE

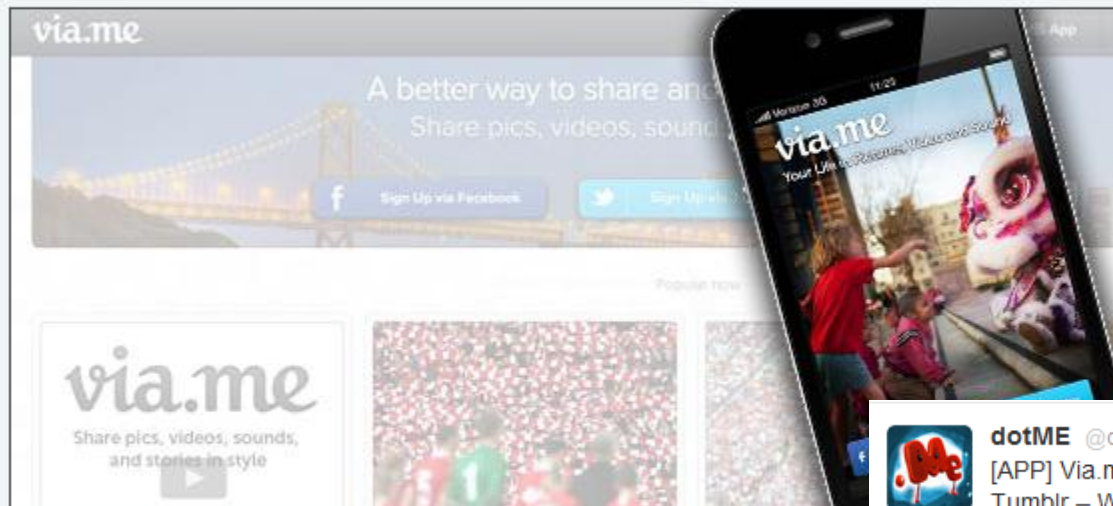
HOME

TIPS AND TUTORIALS

B

WORLD OF .ME

Via.me's Free iPhone Puts Itself Between Instagram and Tumblr - With Ease



Taking photographs and videos today is simple as it gets; just point your smartphone, click the button and that's it - the memory is created. Sharing is also easy: pick a desired image and send it to your Facebook or Twitter profile. However, the problem with current apps and services is that they support only [...]



dotME

@domainME

tnx @rojajimmy! @ViaMe is GREAT, the entire iPhone carrying part of .ME is using it :) check out the @TechCrunch post: techcrunch.com/2012/03/01/rad...

Hide conversation

14 Mar



dotME @domainME

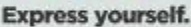
24 Mar

[APP] Via.me's Free iPhone Puts Itself Between Instagram and Tumblr - With Ease ow.ly/9QTWf

4

Tweet

10



HOME

BROWSE THE ARCHIVE

WORLD OF .ME

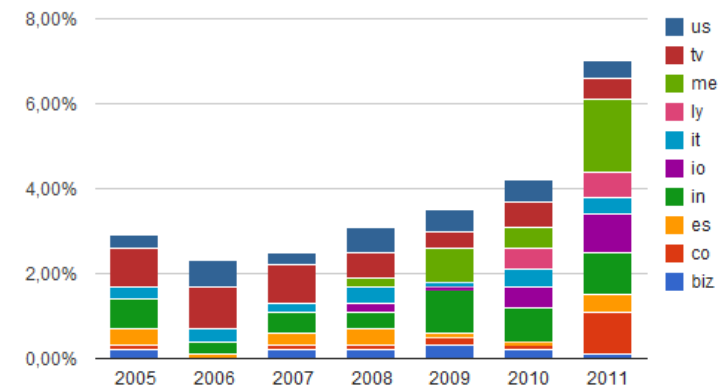


I give an interview about #Domains and #Startups for @dotmetweet.
Thanks @marshadickson! domain.me/blog/thomas-pa...

13 Feb

[Continue reading »](#)

Startups, Dotcoms, and Other TLDs : Percentage of Hip TLDs



.ME and Social Media: Spreading Content

FACEBOOK, TWITTER & MORE

fb.me/dotME

Hope you had
an aweso.ME
sum.MER



.ME

11,940 likes · 121 talking about this



Computers/Internet

.ME gives a truly personal tone to your domain name with its unforgettable meaning and limitless word combination possibilities. Let .ME speak for your online business or personal blog!

About



Photos

 **11,940**

Likes



Events



domain .ME

@domainME

the most personal domain name on the web

Montenegro · <http://www.explorettheworldof.me>

Edit your profile

1,639 TWEETS

648 FOLLOWING

1,289 FOLLOWERS

Tweets

Following

Followers

Favorites

Lists

Recent images



Similar to you



Nominet @Nominet

Follow

Tweets



domain .ME @domainME

37m

WebUp.ME: Shut Up or Start Up & Win a \$50,000-Worth Techcrunch Disrupt Position! nblo.gs/BYbzu

Expand



domain .ME @domainME

3h

[STARTUPS] WebUp.ME: Shut Up or Start Up & Win a \$50,000-Worth Techcrunch Disrupt Position! ow.ly/dADZO

Expand



domain .ME @domainME

3h

Hey @http please send your question to info@domain.me ! - Thx

Expand



domain .ME @domainME

4h

TY! We're on it! RT @http: @domainME Domain.me is down for me.

Expand

Establishing A Two Way Interaction

Write a comment...



.ME shared a link.

March 20

Finally, a portfolio service for bloggers :)



Cuttings.me: Portfolio for journalists, writers and bloggers | Official .ME Registry blog

www.domain.me

Having a portfolio to show off your best work is extremely important for artists, designers and web designers. Nowadays, the portfolio is often a

Like · Comment · Share

1

5 people like this.



Rohit Yadav .ME is growing and I like the way this domain extension is getting respect on the Internet...proud to have my name ME with me....:)

March 21 at 4:52pm · Unlike · 1



.ME proud to have you in the .ME community! :)

17 seconds ago · Like

Another Twitter secret revealed ;)



How To Tweet to Your Followers When You're Away from Twitter: Basic Guide to Scheduling Tweets | Off

www.domain.me

Whether you're working as a community manager or you're just a simple Twitter addict who loves to share

Like · Comment · Share

7 people like this.

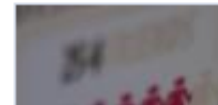
Write a comment...



.ME shared a link.

March 20

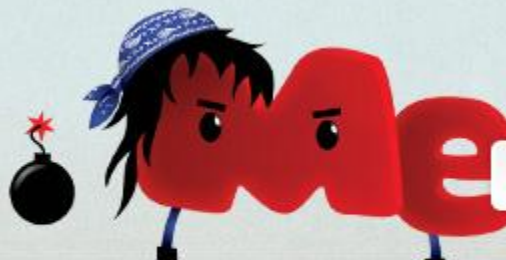
love Facebook and infographics? have you seen the awesome coverage [GetAbout.Me](#) has gotten on [TheNextWeb](#)? tell us what you think! :)



This app generates gorgeous and informative infographics about your Facebook usage



Express yourself.

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dotME @domainME

12 Mar

will u vote for the People's Choice Award for best [#startup](#) at the [#LondonWebSummit](#)? [@OustMe](#) is one of our favorites :)
websummit.net/nominee/vote/



Mr. Ouster @OustMe

[@domainME](#) thanks!



Pascal Vella @pascalvella

23 Mar

Right back at you ! Til next time ! RT [@domainME](#): a big shout-out to our [@afnic](#) colleague, [@pascalvella](#)!



Mathieu Weill @mathieuweill

23 Mar

100% deserved ! RT [@domainME](#): a big shout-out to our [@afnic](#) colleague, [@pascalvella](#)!



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[@OustMe](#) you're very welcome! fingers crossed :)

[↩ Hide conversation](#)



dotME @domainME

7 Mar

our friends from [@respectconnect](#) featured in an article on [@B2Community](#): At Last, Your Brand and Connect.Me
business2community.com/branding/at-la...

From: drummond@respectnetwork.net on behalf of Drummond Reed <drummond@respectnetwork.net>
To: Vuksan Rajkovic
Cc: masa@domain.me; Marc Coluccio; Joe Johnston
Subject: Re: Connect.ME interview

Vuksan,

As we say here in the States, your ears must have been burning yesterday, as we were just talking about the [domain.me](#) registry team. We have given referrals to at least a half-dozen other companies now who have contacted us to ask about a .ME domain, and a Connect.Me user recently pinged us to point out we were a featured example on your website. I read the description and agree it could be updated it now that we are so much further down the road.



Home



Profile



Pages



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Events



Photos



More

domain .ME

Viewing as Public

it's all about



www.domain.me

Posts

About

Photos

Videos



domain .ME Mar 29, 2012 - Public

Memes are all around - create one for yourself :)



[Troll.Me: Create Your Own Meme in Seconds and Make Trolls around the Web Proud | Official .ME Registry blog »](#)

Y U NO use memes while talking? If you don't know what the previous question is all about, you should take some time to explore Know Your Meme and meet the

+1



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This page was last edited on 03/06/2012 by [Maša Đikanović](#)



.Me is a true phenomenon among TLDs. With its unforgettable meaning and limitless word combination possibilities, .Me gives a truly personal tone to your domain name. If you are looking for a name that speaks for itself .Me is your best choice. Let .Me speak for your online business or personal blog.

[Your Network \(8\)](#)[Your College Alumni \(1\)](#)**CTO**[Zeljko Draskovic](#), Montenegro

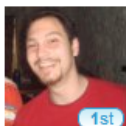
1st

**CEO**[Predrag Lesic](#), Montenegro

1st

**Director international sales**[Natasa Djukanovic](#), Montenegro

1st

**Business Development**[Vuksan Rajkovic](#), Montenegro

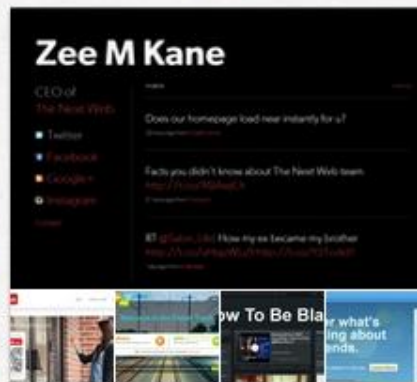
1st

Pinterest

.ME travels the world 9 pins



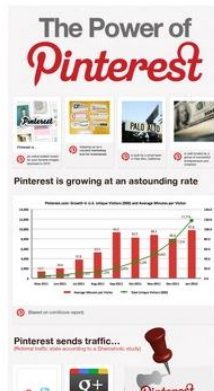
.ME services 9 pins



.ME 9 pins



Social Media 30 pins





.Me is about YOU!

Thank
You

*5th International conference for ccTLD registries and
registrars of CIS, Central and Eastern Europe*

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