

Marketing & Social Media

Neylon

BLACKNIGHT

Domain Registrar – Hosting Provider



BLACKNIGHT

- **Michele Neylon**
- Founder / CEO Blacknight
- Contact: <http://mneylon.tel>
- @mneylon
- <http://michele.me/blog>
- <http://b.log.ie>

BLACKNIGHT

- Social Media => sales + support

BLACKNIGHT





BLACKNIGHT

- Have fun
- Engage
- Interact

BLACKNIGHT



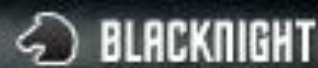
BLACKNIGHT



Imagine what you could do with **.me**



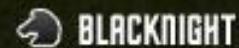
Get a **.me domain** for only **€4.99** with...



EXPOSE YOURSELF TO THE WORLD OF



Are you ready to get exposed to the world of **XXX** domains? ...



oooh ... ahhh

READY TO GET EXPOSED TO

THE WORLD OF .XXX ?

GENERAL AVAILABILITY IS HERE



LETS BE ADULT ABOUT IT

**GENERAL
AVAILABILITY**
GRAB YOURS NOW

Suits you sir! but it's not for everyone. **.XXX** domains enter **general availability**  **BLACKNIGHT**



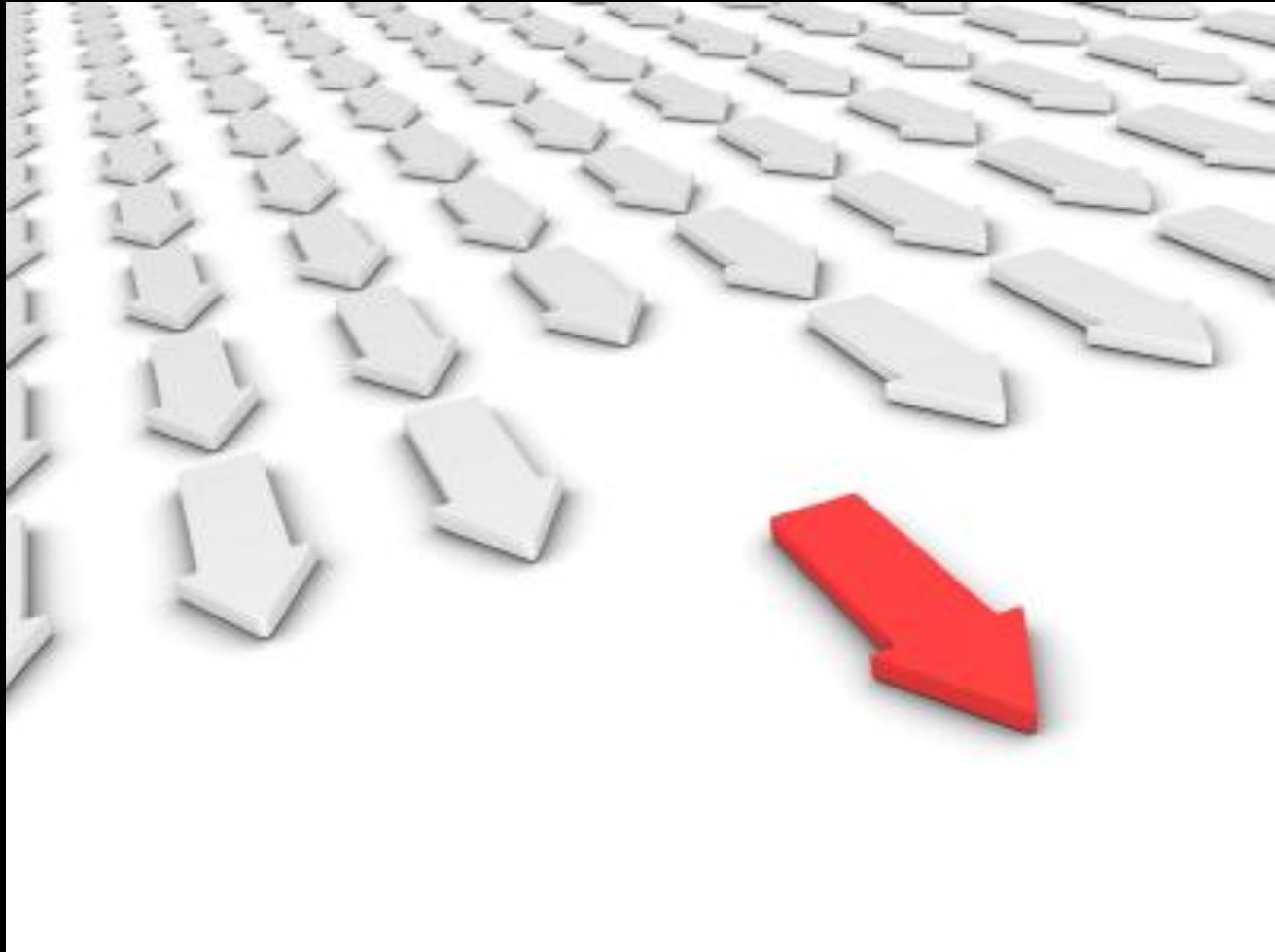
**.be happy .be sad
.be angry .be mad**



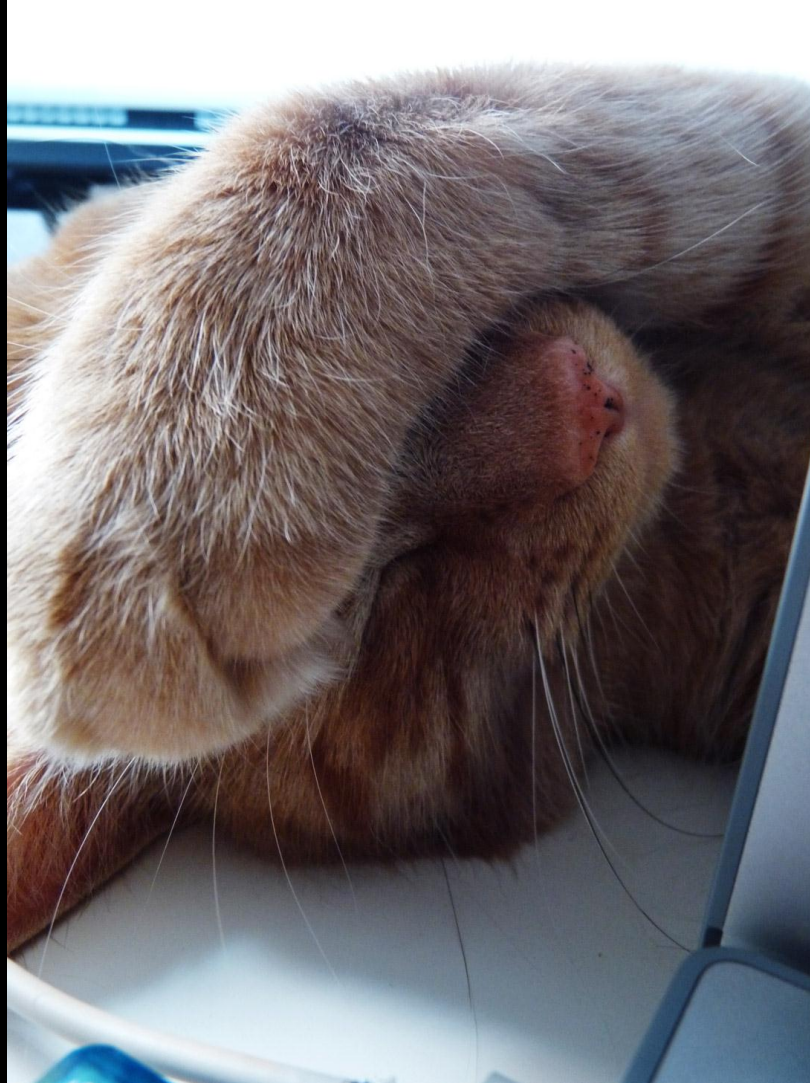
BLACKNIGHT

- Good Interaction=> Sales => Money
- Bad => Failure
- Big budget != success
- Clever marketing + small budget = success??

BLACKNIGHT



BLACKNIGHT



BLACKNIGHT





BLACKNIGHT



BLACKNIGHT

- Questions? Complaints?
- Photo credits:
- IStockPhoto
- <http://www.flickr.com/photos/forbairt/>