



Domain Names in a World of Silos

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Small Businesses in Today's World

- Many businesses today are on social media

FaceBook

TikTok

Instagram

Google Maps

Booking.com

SuperApps

- Don't have
 - e-mail
 - website
- Don't see a need for a domain name

Small Businesses are our Customers

- Domain Name Business is flat
- Only 02% growth this year
- How do we get more growth?

Issues

- People are using apps
- Don't see domain names
- Don't use the Web
- Don't use e-mail

What can we Do?

Promote Websites

- Brand a Website as prestigious
- Use domain name to reach social media site
e.g. fb.mydomain.lk
- Tool to update website from FaceBook / Instagram
 - Or vice versa
- Connect website to WhatsApp, etc.

e-Mail

- Promote your own name in e-mail address
- Promote e-mail to reach customers
- Connect e-Mail to social media



LK DOMAIN REGISTRY

Your Sri Lankan Identity in Cyberspace

Thank You!

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