



How Can ccTLDs Stand out in the Era with New gTLDs



Lydia Chang

2023.2.22




Different with New gTLDs most of ccTLD has been Committed to the local Market




Like a leading brand, you want to buy something at the first time , perhaps it is a safer decision to choose them.



Time creates this advantage.



an Era with New gTLDs

- The situation may change after there has more TLDs appeared. Especially in recent years, the explosive growth of New gTLDs.
 - With the development of the Internet, getting information becomes more easily.
 - But that doesn't mean people easy to choose!
- 

What We are Doing

- A habit is easier to develop in childhood. TWNIC designs some marketing campaign for new company.
- On the one hand, we help them to have their own domain name in the beginning.
- On the other hand, we use short films to enhance the concept that why they should use .tw domain name.







廣告



〇〇貿易有限公司 新進員工登入系統

使用者名稱
Login

Make Sure Your Customers Get Information



What's your position when people search for information?



Try different customers.



Make good use of A/B testing optimize your marketing strategy.



Learn Something from New gTLDs

- How to show your TLD decide how people feel.
- Words, they just combined with letters, but people gave them meaning. ccTLDs can also have their own meaning.

Thank you!

