

NetNames for Marketing Professionals

Should domain name management, online brand security and online brand protection be a concern for marketing departments? Traditionally it has had little visibility, but it is certainly something that Marketers and brand owners are becoming increasingly aware of.

The world of marketing has changed dramatically in the past 15 years because of the explosion of the Internet. The way we do business has changed and the way that consumers now purchase has also changed. The majority of your business may now come from your websites. Think what would happen to your revenue or your brand image if your website was to disappear or if it was a victim of online brand abuse.

Without adequate brand protection, online security or domain name management, your websites and brands could be at risk from the following:

- Cybersquatting and typosquatting
- Counterfeit and piracy
- Reputation erosion through blogs, forums and social media
- Low traffic and conversion rates
- High website abandonment rates
- The loss of key domain names through lack of renewal
- Inadequate online security leading to a lack of trust from customers, and lower forms of revenue than your competitors

NetNames helps you to...

- **Quantify** the risks of your current online brand strategy and devise a plan to assist you in proactively and defensively protecting your brands
- **Manage** the reputation and perception of your online brand, reducing the risk of brand erosion and a loss of revenue
- **Ensure** the success of your future marketing campaigns by securing specific domain names prior to any launch
- **Assess** what domain names should continue to be funded and what domain names could be sold (for example names that are no longer in use because marketing campaigns have ended)
- **Secure** your online brand through the use of inexpensive Trust Seals and SSL Certificates

You have probably spent thousands, if not millions, building your brand. It is now time to think about spending a tiny amount protecting that investment.



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" Having 24/7 access to our portfolio via the online management portal proved vital for Thomas Cook. It has given us more control and instant reaction times, which has been particularly useful in times of disaster recovery where we have had to make external DNS changes with very little notice.

All domain renewals are dealt with automatically by NetNames so that crucial brands/trademarks are not inadvertently lost through non-renewal. This process alone is of substantial benefit to Thomas Cook in reducing both costs and administration time!

I would recommend this as a crucial service to all owners with a large portfolio of domain names. "

Thomas Cook

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