.US State of the Domain
ICANN Puerto Rico

.US

2.1m+

Domains Under
Management

46.5%↑

New Creates are
higher YoY

80%

Average
Blended
Renewal Rate

59%

Identify as
individuals (per
Nexus review)

This is .US

Share Your Story with a

Web Address that's Uniquely Yours.

- **Dates**: January 1 – February 15
- **Audience**: Newly engaged couples in search of creating a wedding website
- **What**: Custom ".us" URL to personalize your wedding website
- **Promotion**: Social and paid media including Facebook, Pinterest, Programmatic and content promotion.
- **CTA**: .US is Your Story – Get Started

Jillian & Mark
August 12, 2017
185 days to go!

JillianAndMark.US

National Small Business Week

- **Dates**: April 30th – May 6th

- **Audience**: Small business owners in the U.S.

- **What**: Advocate SBA initiatives & resources like SBA.gov and promote use-cases of .US business owners, wedding sites, or family sites.

- **Promotion**: Facebook and Twitter

- **CTA**: Learn More

Dream with .US

We Don't Just See Businesses,
We See the People Behind Them.

- **Dates**: June 26 – July 24

- **Audience**: "Main Street": small business owners that don't already have a website.

- **What**: "Online toolkit for small businesses - All the resources you need to create your online storefront and get your website off the ground"

- **Promotion**: Social and paid media including Facebook and Twitter promotion.

- **CTA**: Start with .US

SMB Content Series

01

3 Mistakes to Avoid When Registering a Domain Name

02

8 Tips to Help Search Engines Find Your Small Business Website

03

Getting a Small Business Online is Easier Than You Think

04

6 Tricks to Make Your Small Business Website More Engaging

SMB Content Series
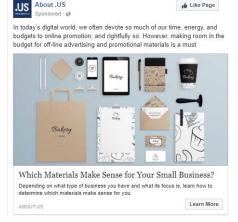
05

Hashtags and Domain Names

06

How to Drive Traffic to Your Website

07

Social Media Strategies: Why Your Business Needs to Get Social

08

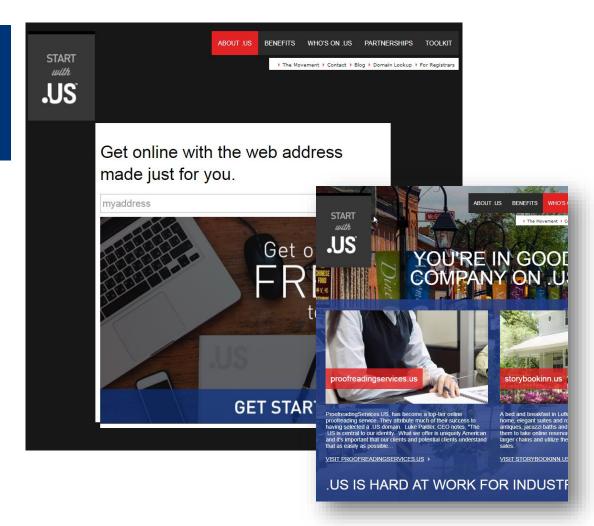**Getting the Word Out: Promotional Materials for Your Business**

09

How to Master Lead Generation

2017 Fully Responsive

2016 Templated Design

SEM Campaign

- **Dates**: January 2017 - Present

- **Keywords**: Domain, registry, TLD, buy/purchase Ad Groups

- **Goal**: Drive awareness of .US as domain extension of choice for businesses, families, and couples.

- **Secondary**: Provide resources to small businesses through online toolkit

.US + weebly

Everfi

In partnership with .US and Weebly, we have sponsored Everfi's digital learning student program.

This program will reach hundreds of students** and their families with a .US domain, website and web services to gain experience in the digital world.

The program kicks off in October 2017 with campaigns expected to rollout state by state through Everfi.

**No students under the age of 13 will be included in the program due to online privacy policies & restrictions.

Education For The Real World

THANK YOU

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