

Advertising and Marketing Tips

1. The first and most important step is to have a domain registration portal on or linked to your website. You can either use our private label or have your own API. By having a domain registration portal, more customers will visit your site to register domains, and this will result in leads generated from these registrations.
2. Focus your website and marketing on your local market. For example, if you are in Australia, focus primarily on the Australian market.
3. If you want to tap into a foreign market, you should organize a second or third reseller site and build it specifically for that localized market. In these cases, it helps to register an appropriate domain name or country code domain name. Eg. Yoursite.co.uk, and set your default pricing in the local currency of the market you are targeting.
4. Users will often choose a supplier simply on the basis that they can contact you on the phone for the cost and ease of a local call. Having a local phone number is very important, in this extremely competitive market place.
5. Domain names can be used as a marketing tool and packaged with other valued added services. Domains names can be packaged with hosting and web development packages and promoted as a whole solution.
6. Use a pull strategy to draw customers to your website. Make your site a 'sticky' destination with loads of unique creative content that will encourage people to be interested and stay and surf around your website and get to know all your products.

7. If you have a database of customers to get in touch with, direct mailing is still an effective type of traditional media and it will create awareness and increase traffic to your website.
8. Having all your domains with a single registrar is advisable, as this will ease the management of your domains, and improve efficiency of your business.
9. Linking your website to a directory will increase its page rank and therefore be more visible to search engines. Planet Directory will be live in 2008, and we will give resellers the opportunity to be apart of our very own directory.
10. The most important tip is consistency, resellers need to continuously promote and register domains in order to increase brand awareness and visibility on the web. If a good amount of domains are registered at the start of your reseller program, it will create a snowball effect, thus creating more activity and business for the reseller.

Types of Advertising

Search Engine Optimization: Effectively submitting your site in search engines will enable you to acquire top placement in search engine results and increase the likelihood that people will link into your site during search queries. The trick is to identify effective methods to optimize your placement.

Pay per Click Campaigns: Use Google and Yahoo, and not waste your time with the smaller PPC players. They may appear to deliver value, but often their clicks are nothing but fraud. We know this because; we have tried smaller players in the past and have been burned.

Banner Advertising: If you want to increase your company's brand awareness, implementing a banner ad campaign is an effective advertising method. Banner ads are an effective direct marketing tool that can increase site traffic if they are creative and include a call-to-action. Advertise on sites that your customers would visit, and ensure you provide the best possible offer you can.

Email Marketing: With people spending so much time on email, there is an enormous opportunity to market to them and build solid customer relationships. Email marketing has emerged to become one of the most profitable and economical ways to manage customer relationships, presenting marketers with many opportunities and benefits.

Frequent Promotions: Sites that offer regular promotions such as 'special discounts', and contests are in a solid position to capture a regular audience. While the promotion acts as the driver that attracts customers to visit initially, it provides an opportunity to showcase new products and services, and deliver important news about your company.

Collateral Material: Ensure your Web and email address are on all collateral materials including any promotional items you give away, such as mouse pads. This will give customers an easy way to contact you and increase your brand awareness.

Feedback Forms: Using customer feedback you can improve your site and provide better service to your customers. Using feedback forms also shows your customers that you are interested in what they have to say, and provides an opportunity to build relationships with them.

Testimonials: Having testimonials on your site will provide credibility to your business. They will also provide a foundation for you to build rapport and trust with your customers, who will be more willing to visit a site they can trust.

Article Submissions: Submitting articles you write to targeted resource portals will broaden your reach and position you as an expert in your field of business. If people identify with you and find your articles useful, they are likely to visit your site and take an interest in your products and services.

Affiliate Marketing: With an affiliate program you offer affiliates an incentive to perform a particular outcome. This outcome may be to generate customer leads for your business, increase 'clicks' to your site or improve sales - from a banner ad, text link, graphic or other means such as a newsletter. The incentive is usually a fee, provided as a flat rate or percentage depending on your affiliate program objective.

List of PPC keywords

These are ranked in order of conversions which we have experienced, advertising in Google over a four and a half year period

org domain name registration 25.00%
discount domain registration 20.00%
domain private label 14.29%
cheap internet names 11.11%
com domain name registration 10.00%
cheap domain transfers 9.09%
cheap domain registry 8.33%
domain name registration cheap 8.06%
domain domain 7.14%
low price domain name 7.14%
register url uk 6.74%
domain registration cheap 5.63%
domain registration cheapest 5.26%
registering domain names 4.96%
Domain Registration 4.82%
purchasing web addresses 4.76%
registration domain names 4.55%
cheapest domain registration 4.55%
web name register 4.49%
domains cheap 4.49%
low cost registration 4.35%
cheap domain name registration 4.17%
domain name registration 4.14%
buying domain name 4.13%
cheap domain transfer 4.00%
register domain name 3.85%
register UK domains 3.66%
buy web name 3.40%
domain registrations 3.35%
register domain 3.32%
domain name providers 3.26%
domain name registration cheapest 3.03%
org domain name 2.99%
cheap domain names 2.90%
cheapest domain names 2.90%
domain registration 2.65%
discount domain names 2.60%
UK web names 2.53%
cheap domain names uk 2.45%
URL registration 2.40%
web names 2.28%
buy internet name 2.27%
web site addresses 2.26%

domain registering 2.20%
UK web address 1.96%
domain registration uk 1.90%
cheap domain 1.82%
purchase domain name 1.75%
netnames 1.43%
check domain name 1.41%
com au 1.37%
cheap domains 1.37%

Our Reseller Commitment

Here at Planet Domain, we are committed to our reseller channel and will help in every way possible to increase the success of our resellers through our continued support and service.

Our reseller program is designed to create win-win situations for all our resellers, and we urge our reseller partners to put the same level of commitment that Planet Domain has. We encourage our reseller to put in the time and effort to grow their business, which will result in increased profits, and guaranteed success.

For our reseller partners who register over 50 domains per month on an on-going basis, we are happy to negotiate better reseller pricing, in order to further increase your profits and reward your initiative.