

# New Approaches to Promoting Country Code Top -Level Domains (ccTLDs)

**Vadim Krasnovsky**

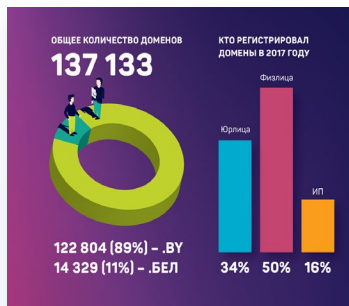
Chief Marketing Officer at  
hoster.by



# Having been the source of BYnet for 10 years...

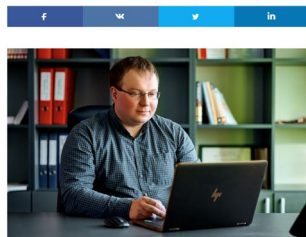
we decided to continue in that role.

## Statistics



## Analytics

Рост количества атак на сайты и новые домены: итоги 2022 года и тренды от главы hoster.by



## Events

Сеть идей и возможностей  
на Belarus IGF-2023!



# Domain Auctions

All proceeds go to charity.

Casino.by	30 000\$	Metaratings.by	6 677\$
Авто.бел	21 000\$	Minsk2019.by	6 527\$
Реклама.бел	15 104\$		
Online.by	11 590\$		
Travel.by	9 857 \$		
Up.by	7 719\$		
Sex.by	6 629\$		
Okna.by	6 461\$		



11 years

~ \$1 млн

12 children's homes

# Charitable efforts can extend beyond just auctions

**С Днем  
рождения,  
.BY!**

Все средства от зарегистрированных 5 мая доменов .BY и .БЕЛ будут перечислены в благотворительный фонд «ДОМ АНГЕЛА».

[Зарегистрировать домен](#)



1 day

5000 BYN  
(= around \$2000)  
for the treatment  
of 2 girls with  
cerebral palsy.

# From seasonal merch to the symbol of a Belarusian IT specialist

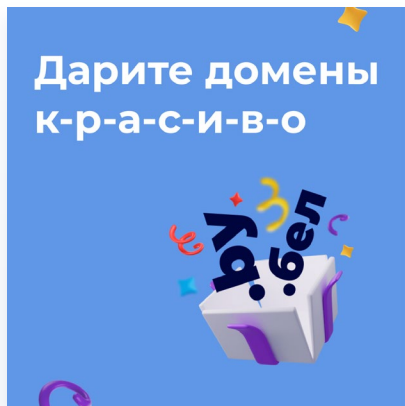


# Virtual monument to a sysadmin



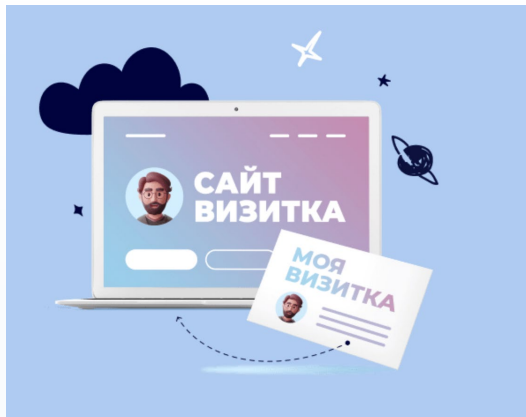
# Fail?

Yeah, we've got that skill too.



If you decide to create domain gift certificates, think twice :)

# However, a business card site for the domain did the trick!



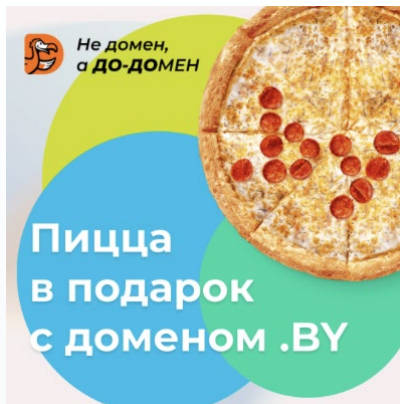
1. Register a domain
2. Fill out a couple of fields
3. Add your logo
4. Get a free website.

Instantly +5% conversion  
into domain purchases



# Not just a domain, but a DO DOmain

-



A one -time collaboration over two days yielded excellent results: within a span of 48 hours, we registered **5 times more** domains than we typically do.

# Summing it up, what actually works after all?

Playing the long game

Straightforward and  
real PR  
communication

Value and expertise

Occasional activities aimed at  
impulsive purchases – won't  
work



And one more thing...

**We're looking forward to seeing you on November  
15th in Minsk**

The logo for IGF Belarus, featuring the letters 'IGF' in a large, bold, blue sans-serif font, with the word 'BELARUS' in a smaller, bold, blue sans-serif font directly below it. A thin vertical blue line is positioned to the right of the text.

**IGF**  
**BELARUS**

The logo for the Internet Governance Forum, consisting of the words 'INTERNET', 'GOVERNANCE', and 'FORUM' stacked vertically in a blue sans-serif font. The text is positioned to the right of a vertical line, which is part of the overall graphic design of the slide.

INTERNET  
GOVERNANCE  
FORUM

<https://igf.by/>

Hosted by **hoster.by**

# I'm grateful for your attention!

Vadzim Krasnouski

Chief Marketing Officer at  
hoster.by



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