A New Era of the Internet is Coming

The Importance of Online Branding in the Age of Social Media

A Panel Discussion Moderated by Lori Anne Wardi
What is Social Media?
Social Media is...
According to Alexa, how many of the top ten most trafficked websites were social networks at the end of 2009?
Six of the ten most popular websites in 2009 were social networks.

<table>
<thead>
<tr>
<th>Rank</th>
<th>Website</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>google.com</td>
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<tr>
<td>2</td>
<td>facebook.com</td>
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<tr>
<td>3</td>
<td>yahoo.com</td>
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<tr>
<td>4</td>
<td>youtube.com</td>
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<tr>
<td>5</td>
<td>wikipedia.com</td>
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<tr>
<td>6</td>
<td>myspace.com</td>
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<tr>
<td>7</td>
<td>blogger.com</td>
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<tr>
<td>8</td>
<td>amazon.com</td>
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<tr>
<td>9</td>
<td>live.com</td>
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<tr>
<td>10</td>
<td>ebay.com</td>
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Maybe it’s Just a Fad?
Social Media changes the way stakeholders and brands interact

<table>
<thead>
<tr>
<th>Objective</th>
<th>Very Effective</th>
<th>Somewhat Effective</th>
<th>Not Effective</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increase brand reputation</td>
<td>39%</td>
<td>53%</td>
<td>8%</td>
</tr>
<tr>
<td>Increase brand awareness</td>
<td>37%</td>
<td>54%</td>
<td>9%</td>
</tr>
<tr>
<td>Improve search engine rankings</td>
<td>38%</td>
<td>49%</td>
<td>13%</td>
</tr>
<tr>
<td>Increase website traffic</td>
<td>33%</td>
<td>55%</td>
<td>13%</td>
</tr>
<tr>
<td>Generate leads</td>
<td>17%</td>
<td>48%</td>
<td>35%</td>
</tr>
<tr>
<td>Improve internal communications</td>
<td>17%</td>
<td>39%</td>
<td>45%</td>
</tr>
<tr>
<td>Increase online sales</td>
<td>13%</td>
<td>41%</td>
<td>46%</td>
</tr>
</tbody>
</table>

What is the impact that social media has had on the traditional notion of “Branding” a business, product or service online?
Traditional consumer decision journey
Branding is now far more complex
Today’s brands must create dialogue
A domain name is the shortest story of a brand. Told with extreme economy.

- Albert Dali
Want to find the perfect domain name?

myhomebusiness.com

Available Domain Extensions

.com .net .org .biz .bz .eu .info .us .me .mobi .pro .tel .tv .co.uk .us.com
OK, what about...

newhomebusiness.com

greathomebusiness.com

funhomebusiness.com

yourhomebusiness.com
You Can’t be Serious With that Domain Name ... Can You?
This Summer, 25 years after the introduction of .com, a new era of the Internet will be born…

An era where the name of your website, business or brand will be based on what you really want and need - not just (the scraps) of what's left over.
.CO is the new domain extension that offers You a truly global, recognizable and credible option in branding Your online presence.
Associated globally with the words “COmpany,” “COrganization,” & “COmmerce” – the .CO domain is easy to recognize, simple to remember and flexible to use.
“CO” is Meaningful Around the World

Today, more than 20 Countries already use “CO” as part of their third level domain designation

.CO is the Perfect Platform to...

Share .COntent

Build .COMmunities

.COnnect, .COMmunicate & .COllaborate...

...with friends, followers, clients & .COnsumers in every .COrner of the world!
We live in a world of Infinite Possibility
.CO is the online space where possibility *meets* opportunity
Our mission is to be...

...the domain where people (like you!) can fulfill their dreams and the world’s next great enterprises will have a home.
How you can get involved

Create Your Opportunity Contest (Pitch.co)

.CO Founders Program

Introducing the .CO Founders Program

.CO Launch Schedule

Sunrise
April 26 – June 10

Landrush
June 21 – July 13

General Availability
July 20
Got a big idea? Turn it into $50,000.

Pitch it
Promote it
$ Win it

Pitch your idea for a new business, blog or website and you could win $50,000 and the ideal .CO web address* to make it a reality.

Opportunities

- Grand Prize (1): $50,000
- Top 5 Vote-getters
  - $500 in cash
  - 1 ideal .CO web address to build it on

Whether you've got a full plan ready to launch or just a few half-baked ideas drawn on the back of a napkin, it's time to make your pitch! Clear your calendar for 30 minutes, get ready to focus and put your best pitch forward. Don't worry about making it perfect - just have fun and make it happen. You'll need the following details:

- A 60-second video or an image that will inspire.
  Nothing gets people inspired like hearing a great new idea directly from you.
- A catchy title for your idea.
  Half the battle in any contest is getting people to pay attention. How will you do it?
- A little plan.
  This is where the rubber meets the road. How does your idea come to life (in 1,000 characters or less)?
Introducing the .CO Founders program
It’s your chance to be on .CO before anyone else
Phase 2
April 1 – April 20
Local Sunrise A
(for trademarks registered in Colombia)

Owners of eligible trademarks registered by the Colombian Trademark Office on or before July 30, 2008 can apply for exact match domain names. Applications validated by Deloitte/Laga.

Phase 2
April 26 – June 10
Global Sunrise B
(for trademarks registered globally)

Owners of trademarks of national effect that have obtained registered status in any country on or before July 30, 2008 can apply for exact match domain names. Applications validated by Deloitte/Laga.

Phase 3
June 21 – July 13
Landrush
(for priority domains)

Anyone can apply for a domain name during this period. Single applications are awarded at the end of the period and matching applications go to auction. Stay tuned for more details.

Phase 4
July 20
General Availability

Final phase of the launch plan. Domain registrations become available to the general public on a first-come, first-served basis. The .CO era officially begins!

www.COinternet.co
Create Your Opportunity
Follow us on Twitter @COinternet
Why .CO?

- .CO is a truly global, recognizable and credible domain
- .CO gives businesses and brands the chance to create a worldwide footprint
- .CO is relevant to individuals, businesses and organizations
- .CO is meaningful, memorable and intuitive to use for people around the world
- .CO appeals to today’s socially-networked individuals and entrepreneurs
- With industry-leading technology, enhanced security, and an aggressive global marketing and PR plan in place -- .CO is poised to become the world’s next premier web address
A new era is coming
www.opportunity.co

QUESTIONS?
For more information, please contact:
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phone: 917-838-6743