4Q-21 usTLD Stakeholder Meeting Agenda
December 16, 2021 | 12pm Eastern Daylight Time

December 16th 2021

I.   Welcome

II.   Roll call and approval of September 2021 minutes

III.   Q4 Marketing Update

IV.   Policy & Security Updates

V.   2022 Meeting Schedule

VI.   AOB & Closing

I.   Welcome

    a.   Welcome Judy Song-Marshall to usTLD Stakeholder Council

II.   Roll call and approval of September 2021 minutes

    a.   Attendees: Dustin Loup, Becky Burr, Bryan Britt, Tom Barrett, Michele Neylon, Laureen Kapin, Ray King, Susan Chalmers, Stacy Cheney

    b.   Registry Services: Crystal Peterson, Fernando Espana

III. Q4 Marketing Update

    a.   Evergreen efforts - Ongoing activation of "always on" paid advertising efforts to drive continued awareness, engagement, and conversions for .US. Marketing Platforms Include: Facebook, Instagram, Paid Search, YouTube, Retargeting. Facebook is top performing platform

    b.   Direct to Channel Marketing Campaign NameSilo - Joint paid advertising efforts with registrars to amplify promotional and branding activities for driving conversions and streamlining path to purchase. Set-up: Leveraged top performing platforms Facebook and Instagram, Dedicated .US landing page: https://www.namesilo.com/tld/us/, Implemented retargeting pixel with unique click-through for return visits. Audience targets focused on SMBs and Entrepreneurs

    c.   Partnerships

        i.   Startup Weekend - Lead partner of Startup Weekend, providing domain names to startup founders at thousands of hackathon events around the world.

            1.   Q4 Highlights:

            2.   Events: 15

            3.   Countries: 20

            4.   Entrepreneurs: 800+

        ii. Major League Hacking - The official student hackathon league. Each year, they power over 200 weekend-long invention competitions that inspire innovation, cultivate communities and teach computer science skills to more than 65,000 students around the world.

            1.   Q4 Highlights:

            2.   10+ Events

            3.   1,000+ Student Impressions

    d.   Content - Curated content in partnership with registrars for exclusive topical articles across registrar sites.

    e.   6 New Articles Posted in Q4:

        i.   Small Business Cyber Security Tips: Understanding the Basics

        ii.   USER STORY: How Jewelry Startup Astrid & Miyu Brings London Style To The States

        iii.   USER STORY: How to Spark Innovation and Build Tech Communities in Cities Across Rural America

        iv.   The Power of Passive Income: 5 Ideas To Source Extra Earnings

        v.   USER STORY: The Energy Democracy Project Wants To Make Clean Energy A Neighborhood Initiative

        vi.   9 Website Design & Development Best Practices

IV.   Policy & Security Updates

    a.   Accountable WHOIS in the usTLD Namespace – drafting proposal for the NTIA. Expect to submit at the end of Q1-22. Proposal (as drafted) will be available to Stakeholder Council as confidential preview.

V.   2022 Meeting Schedule

    a.   Q1: March 17, 2022 at 12:00 pm Eastern Time

    b.   Q2: June 9, 2022 at 12:00 pm Eastern Time

    c.   Q3: September 9, 2022 at 12:00 pm Eastern Time

    d.   TOWN HALL: November 3, 2022 at 12:00 pm Eastern Time

    e.   Q4: December 15, 2022 at 12:00 pm Eastern Time

VI.   AOB & Closing