

How to Execute a Brand Top-Level Domain Strategy

PROBLEM

You may have already succeeded to educate the C-suite by presenting a Brand TLD business case. That business case shows how the business can reduce its fixed cost structure and drive topline and contribution margin improvements. **Well Done!** Check out the [business case webinar recording](#) if you have not yet completed a business case.

With a business case in hand, now you need to establish a cross-functional project team to flesh out the strategy and frame up the execution plan. It is an exciting opportunity to drive the digital innovation mandate to a TRUSTED and SECURE brand space.

HOW DO I EXECUTE A BRAND TLD STRATEGY?

SOLUTION: THE BRAND REGISTRY INTRODUCTION PATH

This product introduction path is a stage gate project methodology tailor made for the unique challenges and opportunities related to helping teams successfully deploy the Brand Top-Level Domain space.



During each stage, the team is mandated to complete the stage milestone at successive levels of detail within a framework of defining;

PEOPLE • STORY • PROCESS • BUDGET

The methodology is effective because as the project team moves through each stage, team alignment is achieved and executive approvals are obtained. Risk is mitigated by removing surprises.

Contact us for more information on how you and your team can adopt the best practice of a Brand Registry Introduction Path.

Brand TLD Usage Watch



Increases reflect growth Jan 1, 2020 to Sept 30, 2020

Source: [makeway.world](#)

Brand TLD Innovator Examples

This market brief is a simple snapshot to keep you plugged in on the Brand TLD market evolution. We like to highlight a few use cases for your inspiration. You can find more at [brandtld.news](#).

Financial Services



Technology



Industrial / Manufacturing



Enterprise Resources

→ **Jump the Curve: Part 1**
Building a Brand TLD Business Case
[Click Here to view the webinar recording](#)

→ **Jump the Curve: Part 2**
Executing a Brand TLD Strategy
[Click Here to view the webinar recording](#)

TRUST NETWORKS WITH A BRAND TLD

DNS network automation and monitoring offers a new and efficient data security and compliance advantage.

USE CASES



WANT TO KNOW MORE? CONTACT US

Automation to improve data SECURITY and COMPLIANCE anchored on the TRUST authority of your BRAND REGISTRY