

Establish Your Brand

HOW TO GET ONLINE



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Letter from the XYZ Team

“A brand is a voice and a product is a souvenir.”

— Lisa Gansky



Q2 was a tremendous success for XYZ. From the launch of two new gTLDs, .Monster and .Baby, to celebrating the 5 year anniversary of .xyz, our team has been busy growing our domain offerings and increasing our global reach.

Building awareness and trust in our community is a key focus for our team, and an important way that we do so is through the many events we attend and support. In May, you saw our team [hit the road](#) to visit with one of our oldest retail partners, GoDaddy, as part of our annual road show. We shared about exciting new XYZ customers and our latest TLDs – .Baby and .Monster – with GoDaddy employees, keeping our brand top of mind with our partner.

In June, we made a splash with the [#XYZsquad](#) when we visited the 2019 E3 Expo, creating awareness for both .xyz and .Monster with its 66,000 attendees¹. Later that month, we continued to spread our brand mission of helping new internet users connect with the world by sponsoring two tech development organizations, [TOHacks](#) and [Generation Girl](#), for the second year in a row. Toronto-based hackathon, TOHacks 2019, connected over 300 high school and college students² with top industry professionals. We continued our support of Generation Girl as they

entered their 2019 Summer Club, offering coding bootcamps to young women aspiring to careers in the STEM fields.

Our second installment of the XYZ Quarterly "[How to Get Online](#)" series will guide you through the key principles for developing your brand for your audience, and give real life examples to follow. Building a strong and authentic brand identity can be the key to reaching your business or project goals, and we hope to help you get there.

We recently began to give our own .xyz brand a fresher, bolder look, which you may have already noticed in the design of this Quarterly. With the passing of our 5th anniversary in June, we thought it was the perfect time to celebrate our achievement as the world's favorite new domain. In this issue, we're also reflecting on the road we took to get here and how we can take .xyz into an exciting future.

What will you build as your brand's reputation? We can't wait to see!

The XYZ Team

— The XYZ Team



Students from Generation Girl's 2019 Summer Club



XYZ squad at 2019 E3 Expo.

¹Source: [Gamespot.com](https://www.gamespot.com)

²Source: [Facebook.com/HackathonTOhacks](https://www.facebook.com/HackathonTOhacks)



XYZ is 5!

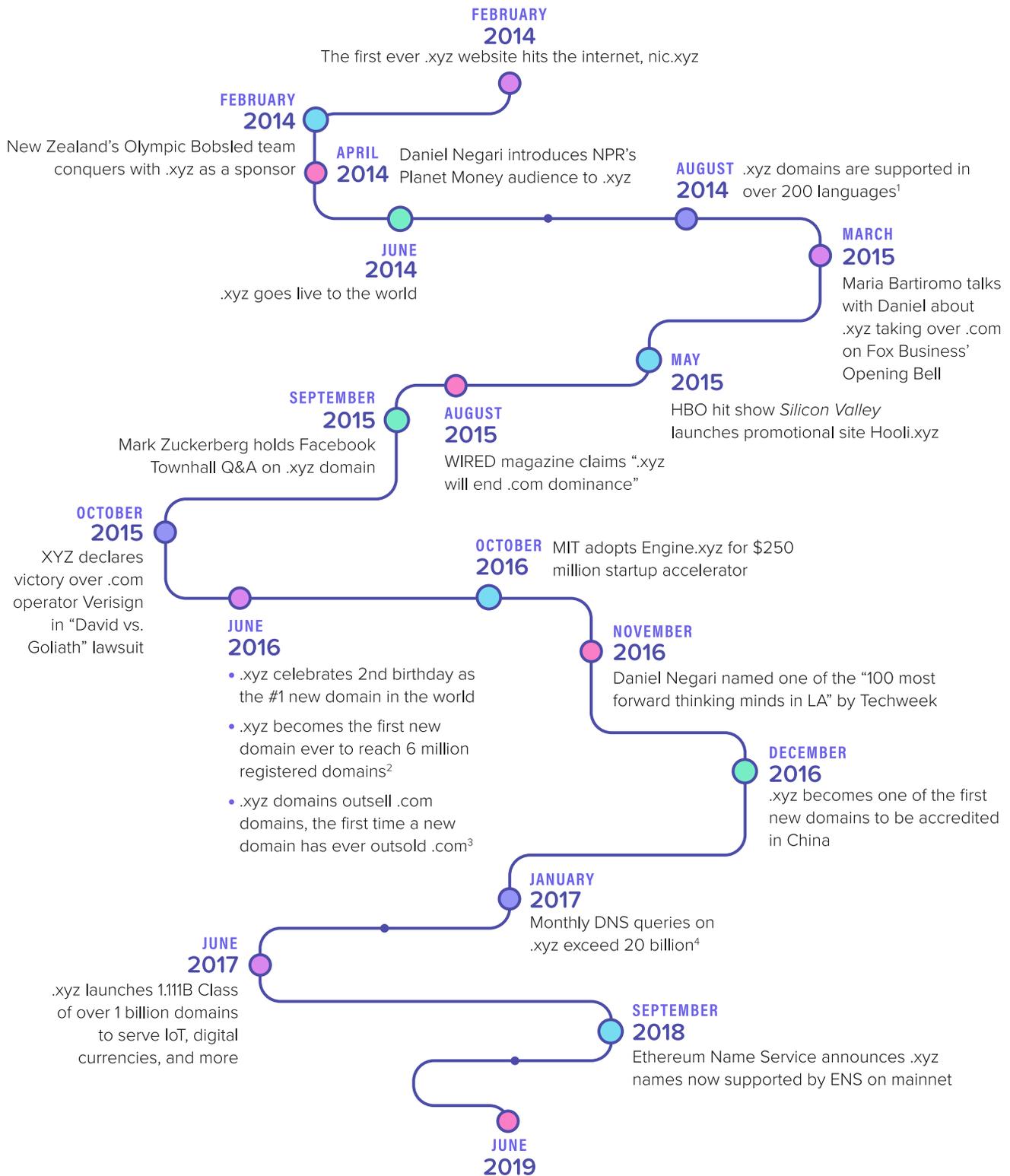
When .xyz launched 5 years ago, there were limited options for internet users to choose from when getting a domain name. That lack of choice led to unhappy brands who were stuck adding extra words and characters to their domain names or paying huge fees to purchase shorter and more memorable domains in the aftermarket. A problem as large as this requires an equally ambitious solution, and so .xyz was born to give internet users the freedom to choose domain names they want and the ability to brand on a memorable and affordable domain.

With millions of users in over 230 countries and territories¹, we've achieved our goal of establishing .xyz as the world's favorite new domain. How have we done it? By staying true to our mission and constantly finding ways to reaffirm that mission to our customers. As creators and startups know, .xyz domains have always remained affordable. That allows them to start new ventures and brand their ambitious projects on a name they want, at a price they love.

As we've grown both our brand and our global reach as a domain ending, our mission has stayed the same and has guided us through to becoming the world's favorite new domain. We're committed to staying up to date and constantly improving at what we do. The recent updates we've made to our brand in areas like this XYZ Quarterly signify a renewed commitment to our mission to provide a platform for the next generation of internet users to get online with memorable and affordable domain names. As .xyz's brand continues to grow and we set our sights on becoming not just the most popular new domain ending, but the most popular domain in the world - period, you can rest assured that our brand will always reflect our values and prioritize those who matter most to us: each and every member of the community of .xyz adopters.

¹Source: <https://ntldstats.com/>

The Road to the World's Favorite New Domain



.xyz celebrates 5 years!

¹Source: [ICANN.org](https://www.icann.org)

³Source: [ICANN.org](https://www.icann.org)

²Source: [NTLDstats.com](https://www.ntldstats.com)

⁴Source: [ICANN.org](https://www.icann.org)



4 Steps To Establishing Your Brand

You should now have a well-defined market to cater to after reading about [finding your niche](#) in our last issue of the Quarterly. A plan to communicate what you have to offer to your audience is the next step in mastering your online presence, and that's where your brand comes in.

At its core, your brand is the perception others have about you. Your name, design, positioning, and values all go into creating this gut-feeling that lives in the hearts and minds of your target market. It's important because brand recognition is a big part of how consumers make purchasing decisions. Based on a survey by Nielsen, 59% of consumers say they prefer to buy new products from brands that are familiar to them.¹ Building your personal brand online can also help with employment opportunities, as 57% of employers are less likely to interview job candidates if they can't find information about them online, according to a CareerBuilder study.²

Companies with similar products or services will compete for your customers, professionals with similar experience will line up for the job you want, and communities and organizations driven by the same mission will vie for the

same members and supporters. Creating this feeling is known as branding.

Good branding is truly the secret weapon of success, so let's get started with establishing your brand in four steps.

One lasting way to stand out against the competition is by eliciting a gut-feeling that works in your favor and will make your audience choose you.

STEP 1 Create a mission statement.

The first—and arguably the most important—step to creating your brand is getting crystal clear on what your mission is. Also sometimes called a vision statement, your mission statement is a formal summary of the aims and values of yourself, your company, or your organization. It is the key message that you want everyone who comes across your brand to walk away with.

.XYZ was founded five years ago with a bold mission to unlock the internet's limitless potential

and give new users an innovative and affordable domain name to connect with the world online. With support in over 200 languages and more users than any other new domain in the world, this mission has been the guiding principle throughout every decision the company has made.³



Photo courtesy of Harold "Lefty" Williams, @leftywilliams42

A great example of a company whose stayed true to their mission is Dare2Dream.xyz, a foundation who aims to “improve the quality of life for youth and young adults in order to strengthen our communities both domestically and globally.” Founded by Lefty Williams, star basketball player who once played for the Harlem Globetrotters, the foundation empowers youth and helps them develop healthy habits through ambassador programs and basketball and fitness camps.

STEP 2 Choose your brand name.

Now you must give your brand a name. If you're working solo and don't have a brand name you want to use, then you can simply stick to your first and last name. For a new company or organization, you have a lot more leeway. Use your mission statement as a jumping-off point to start brainstorming names. It should convey the feeling of your key message as much as possible.

Secondly, your brand name should be easy to spell, easy to pronounce, and easy to remember. Make sure it passes the radio test; if someone heard it on the radio (or a podcast) it should be memorable and easy to spell (even if you made up the word) so they can look you up later. Similarly, if someone else has only read about

your brand, they should be able to talk about it without worrying if they're pronouncing it correctly.

Peer-to-peer sharing app, UseMy.xyz, chose a brand name that fits this criteria well.

UseMy.xyz's mission to allow people to share every day things via their community-based platform is expressed clearly by their brand name. It's easy to spell, pronounce and remember, plus using the .xyz in their brand name promotes awareness about their exact website name.

Once you have some contenders, do your research to make sure the name you want to use is not already trademarked. You will also want to do a search online to make sure it hasn't already been popularized by another business.

STEP 3 Make it real with a domain name and website.

You now must register your winning brand name's domain. Your website will be the main way your customers and supporters find information about you, so the URL should clearly state your brand name. The chances that your brand name is available depends on the top-level domain (TLD) that you choose, what comes after the dot. The longer a TLD has been around, the harder it might be to find a domain name that is available.

.XYZ is a new TLD, so the likelihood of getting YourBrandName.xyz is still quite high. It is also globally recognized and pairs well with any industry, profession, or mission. You can check your brand name's availability at gen.xyz/register, or with one of [our retail partners](#).



Preme Magazine Issue 7

Using a .xyz also creates an instantly memorable domain name. Independent arts and music magazine, Preme Magazine, chose [Preme.xyz](#) because they wanted a domain name as cutting-edge as their content. Founder, Anthony Supreme, states, “Creating Preme.xyz was inspired by trying to think of something different than a typical .com. We wanted to name our site something creative.”

Once you have your domain name registered, you can set up your website. Create a logo and choose fonts and colors that express your brand’s mission and attract your audience. If coding and design isn’t part of your skillset, just select and customize a template from one of the many website builder services that are available today, like the Weebly website builder that’s available for free with any .xyz domain registered at [gen.xyz/register](#).

You want to fill your site with information about what you have to offer, and a good place to start could be your mission statement. A tagline and short description, also known as an elevator pitch, can also be used to spark interest in what you do. Make sure it defines who you are, describes what you do, and identifies what makes you unique.



Photo courtesy of Egreis Gjergjani, StilettoMeUp

STEP 4 Make sure it's easy for people to find you.

Once you have completed your website, you must create ways for people to find it and contact you through email and social media. Your email address and social media handles should all be the same in order to build brand recognition and awareness.

Most of your communication with potential customers, clients and members will probably be done over email, so it’s key to use a custom email address in order to appear professional. With a .xyz, you can get your custom email address when you [register your domain](#).

Use your brand name to create social media accounts on all the platforms that your audience uses. Using your full domain name as your social media handles ensures that you’re easily recognizable on all platforms.

Toronto-based R&B musical artist, [Quami.xyz](#), shows true understanding of the digital world we live in by using his domain name as his stage name too. It’s easy to connect with him on social media as well, thanks to his branded social media handles [@quami.xyz](#) on Instagram and [@quamixyz](#) on Twitter.

Putting it all together.

Completing these four steps establishes your brand online and sets you up for success. You’re now ready to share what you have to offer with the world! At this point, it’s a good idea to summarize all of your brand information into a deck, called your Brand Guidelines, that you and your team can reference for the future. Keep in mind that your brand may grow and expand as the years go by, but your mission should still ring true. It’s common for brands to update logos, fonts, and colors as they grow.

Your brand may also expand in other ways. Fashion blogger, Egreis Gjergjani of [StilettoMeUp.xyz](#), started her blog four years ago as a way to share her story during a major life change: her first child. Since then, she’s launched two businesses, contemporary women’s line By Egris and children’s line Itty Bitty Toes, all while proving that juggling being an entrepreneur and a mom can be done in style.

Now you’re ready to look toward the next step in mastering your online presence: marketing and SEO. We will cover that in our next issue, so be sure that you’re signed up to [receive our newsletter](#) so you don’t miss next quarter’s article.

¹Source: [Nielsen](#)

³Source: [Namestat](#)

²Source: [CareerBuilder](#)

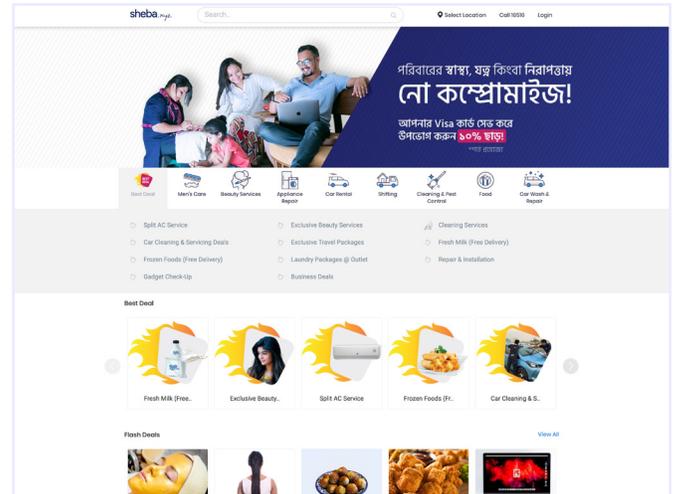
Customer Focus

Find inspiration from .xyz customers who are expertly branding themselves online.

STILETTOMEUP.XYZ

[StilettoMeUp.xyz](#) is the fashion and motherhood destination of entrepreneur, influencer, and mother, Egreis Gjergjani. As one of the first adopters of the .xyz domain, she launched her site when her first child was born as a way to share her experience of adding a growing family to her busy career as an entrepreneur. Readers flock to her blog for advice on balancing work and home life, fashion and style tips, and behind the scenes looks at her product events and launches.

In just four short years since starting her blog, Gjergjani launched two clothing brands—contemporary women’s line, By Egris, and children’s line, Itty Bitty Toes—and has become a mom of three. Her blog’s design and logo have been upgraded since then, yet her mission to prove that moms can handle supporting their families while pursuing exciting careers still rings true.



SHEBA.XYZ

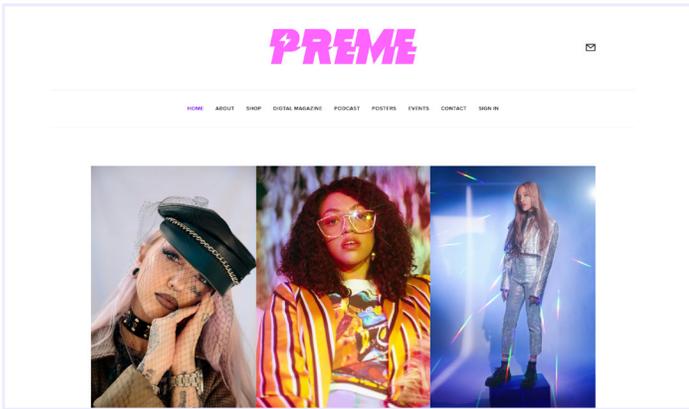
[Sheba.xyz](#) is Bangladesh’s first online home service platform, where shoppers can contract service experts for everything from home appliance repair and cleaning to personal computer servicing with a simple click. Sheba.xyz has plans to create over 10,000 jobs in Bangladesh on their way to becoming a global leader in international service, and chose a brand name that tells their whole story.

As Sheba.xyz’s Marketing & Product Development Manager Mehedi Hassan explains, “‘Sheba’ refers to ‘service for you’ while ‘.xyz’ signifies that this startup is a complete solution, one that is ready to solve all the problems and inconveniences that you face when it comes to service.”



QUAMI.XYZ

[Quami.xyz](#) is a rising R&B star based in Toronto with a keen understanding of the importance of an online presence. The internet is one of the most important tools for any artist to promote their work and build a fanbase, so it makes sense to have your stage name and domain name be one and the same.

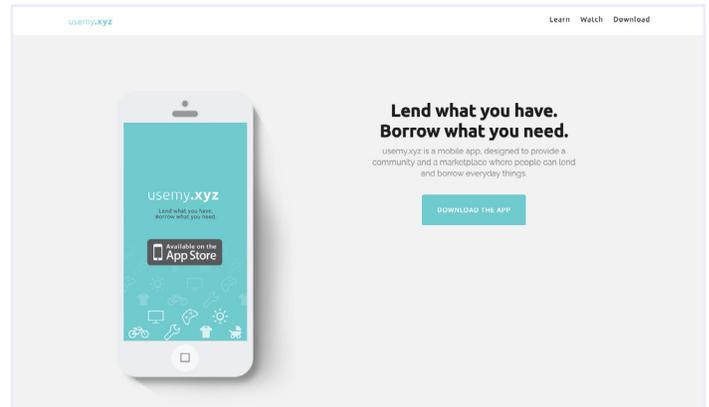


PREME.XYZ

[Preme.xyz](#) is home to Preme Magazine, an independent arts and music publication with a mission to provide talented new artists and musicians a platform to showcase their work. In Preme Magazine, you can find stories on art and music's biggest rising stars like streetwear designer KidSuper, LA-artist Amanda Oleander, and singer/ rapper TOBi. Every aspect of their branding is as cutting-edge as their content, especially their dynamically designed logo featuring the Preme.xyz domain name.

USEMY.XYZ

[UseMy.xyz](#) is a peer-to-peer sharing app that allows users to share everyday things via a community-based platform, but you may have already guessed that, based on their expertly-chosen brand name. “[UseMy.xyz](#)” clearly illustrates what the company does and passes the radio test, as it's pronounced how it's spelled, making it easy to keep in your head and type later into a search engine. Using their .xyz TLD in their brand name is another great way they stand out in the minds of their target audience.



DARE2DREAM.XYZ

[Dare2Dream.xyz](#) is a youth foundation which seeks to inspire the next generation to achieve their dreams through developing healthy habits and providing strong role models for them to look up to. The organization uses motivating basketball camps and their ambassador campaigns to give students a higher vantage point from which they can plan their future and map the road to their dreams.

Founded by former Harlem Globetrotter Lefty Williams, Dare2Dream is also closely linked with his own professional team, the Harlem Dreams, creating a complete brand synergy between the organizations that focuses on the ultimate goal of helping youth achieve their dreams.

Questions?

We're listening at hello@gen.xyz

We'd love to hear from you!

Get in touch with XYZ at www.gen.xyz/contact.



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