

Grow Your Audience

HOW TO GET ONLINE



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Letter from the XYZ Team

“Don’t push people to where you want to be; meet them where they are.”

— Meghan Keaney Anderson

One of the most exciting parts of starting your own business is cultivating an audience around your product or service. For our team, seeing the audience of .xyz adopters grow and become a global community has been an endless source of inspiration and learning. Our audience shares many of the same passions we have: a love of technology, a craving for innovation, and perhaps most importantly of all, a desire to have the freedom to share their passions with others without restrictions or barriers.

That global community of .xyz supporters developed not only because our team adopted the same interests as our end users, but because we provide support to the platforms where our end users gather to express their passions. The developer and maker communities have been behind .xyz since launch, and we’ve used the following we have on our **Facebook**, **Twitter**, and **Instagram** profiles to highlight members of those communities and create content we believe they will find valuable. The support we’ve received from .xyz adopters in China has been a major factor in our growth and success as well. Through social media channels like Weibo, WeChat, and Baidu, we share stories of influential .xyz adopters with our Chinese audience, and give them our advice on how they can harness their .xyz sites to support their passions.

By providing individuals with their own piece of internet real estate, we hope to give them an affordable and unique launch point from which they can send their exciting apps, software solutions, and tools to a worldwide audience. It is an opportunity for us to return the same support that the developer and maker audience has always shown .xyz.

Mastering a forward-thinking mindset is an important key when looking to widen the audience around your brand. This past quarter, XYZ was an official supporter of Toronto-based hackathons **TO Hacks** and **Hack the 6ix**, as well as Phoenix-based hackathon **sunhacks**. Each event brought together hundreds

of high school and college-aged coders to work in teams and expand their abilities. We’re excited to have had the opportunity to connect with these promising young professionals and to play a part in helping them launch their careers.

Working closely with the partners you’ve made in your industry provides another opportunity to introduce your brand to a new audience. In this quarter we did just that by collaborating with our retail partner Mat Bao, based in Vietnam, to publish an **ebook** to provide their customers with best practices and tips for launching a business online. We were glad to have the chance to further spread .xyz’s mission, and we always enjoy having the opportunity to share our advice with startups and businesses coming online for the first time.

Of course, to grow your audience you always need to be looking to introduce your brand to new potential partners or businesses that can benefit from what you do.

At TechDay LA this quarter, the XYZ team met with dozens of local startups and established businesses that were eager to learn how they could incorporate the value of .xyz domains into their products and services. Getting to know rising companies across the tech industry is one of our favorite activities, and so the event was a great experience.

Though the road to success may look different for every business, it is never paved by that business alone. We’re proud to say that we have one of the most inspiring and creative audiences anywhere, and they have been the cornerstone of .xyz’s foundation as the world’s favorite new domain. We hope after reading this edition of the XYZ Quarterly, you’re set to develop that same quality audience for your business.

The XYZ Team

— The XYZ Team



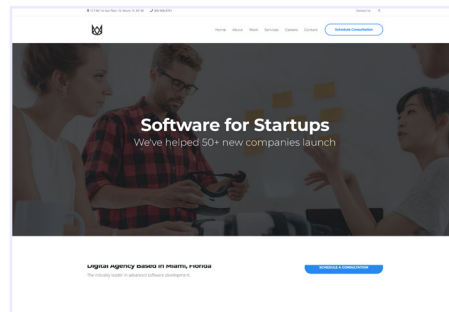
♥baby Grows Bigger and monster Runs Wild

The two newest members of the XYZ family, **.Baby** and **.Monster**, had quite an exciting summer! As both domains saw exponential growth and adoption, we could hardly keep track of the many unique, inspiring, and innovative sites that have been created!

Below are just a few of our favorites:



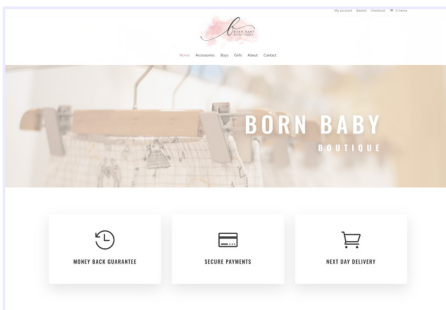
Coaching.Monster, business development coaching and guidance from ICF certified business coach Joanna Szczygłowska.



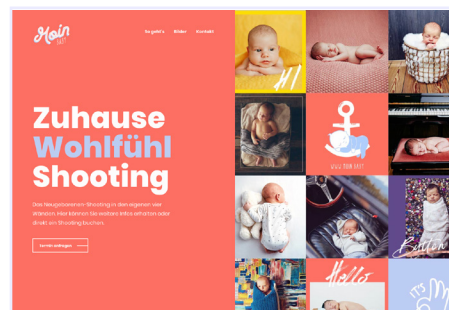
Eazy.Monster, the new branded domain for analysis software guru Blake Connally.



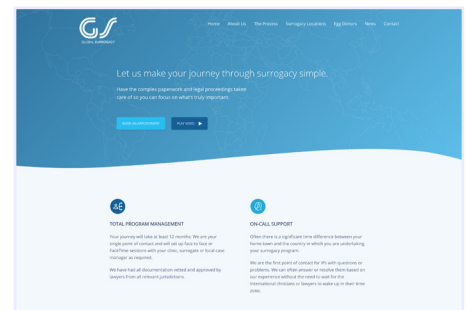
STEMinit.Monster, CEO and entrepreneur Naomi Thomas' platform for empowering women in tech.



Born.Baby, the perfect place for new parents to find fashionable and unique gifts for newborns.



Moin.Baby, photographer Marcel Henke's page to book him for in-home photoshoots of your new bundle of joy.



GlobalSurrogacy.Baby, an international surrogacy program helping aspiring parents find donors and navigate the surrogacy process.

See more sites on **Get.Monster/live** and **Get.Baby/live**, and pick up some inspiration to use when you create your own site!

As Halloween continues to creep up on us, what better time to let out your inner **.Monster**? During the month of October we're helping you get in the scary-good spirit with a .Monster social media giveaway! Make sure you are following **@XYZ** on Instagram to get the details.

The Fun Doesn't End There

Our retail partners are holding special sales on .Monster and .Baby domains all month long! Head to **Get.Monster** or **Get.Baby** to check out the full list of participating partners.

By the Numbers

106% increase in new .Baby registrations since April 2019 relaunch¹

1000% increase in .Monster registrations in Q3 2019¹

4,528% increase in .Monster registrations since April launch¹

Important Platforms for Growing Your Audience

- 40,000 **Google** searches happen every second, on average²
- 72% of Americans use **social media**³
- 90% of U.S. Travelers notice **out-of-home advertising**⁴
- 3.7 billion **email** users worldwide⁵
- 92% of U.S. Consumers say they trust **influencers** more than an advertisement or celebrity endorsement⁶
- 40% of marketers say they'll spend more on **hosting events** in the year ahead⁷

¹Source: **NTLDStats**

²Source: **Internet Live Stats**

³Source: **Pew Research Center**

⁴Source: **Out of Home Advertising Association of America**

⁵Source: **Statista**

⁶Source: **Forbes**

⁷Source: **Statista**





Six Ways To Grow Your Audience

The **2019 Quarterly Issues 1 and 2** helped you to pick a **well-defined market** to serve and **create a brand** that will expertly communicate what you have to offer. The next step in mastering your online presence is to deliver your brand to your potential customers, fans, and members.

Consider who would most likely enjoy the product or service that you're offering. How old are they? Do they live in cities or suburbs? Are they married or single? Wealthy or low income? What kind of jobs do they have? What are their interests?

Once you have defined the specific traits of your target audience, you can find the platforms and communities that they are a part of and introduce your brand in a meaningful way. Show how your offerings solve a problem they have, and use creativity in your delivery in order to stand out against the competition.

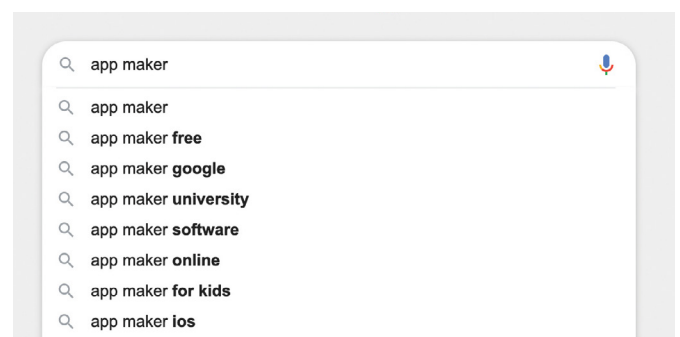
We have outlined six different ways to promote yourself. Carefully choose the marketing opportunities that make sense for your audience – it may be all six or just one or two. Strategically selecting which marketing activities to engage in will help to ensure that your time and money are well spent.

1 Search Engine Optimization (SEO)

Virtually everyone who uses the internet also uses search engines to find what they need.

One of basic way to attract your audience is by gaining organic traffic to your website through visibility in search engines.

Keyword research is a vital part of ensuring that your website ranks highly for the terms your audience is searching for. Look up keywords or phrases related to your niche in top search engines and pay attention to the suggested searches. This will tell you what people are searching for when researching your topic, so you can then be sure to include these keywords in your website's content.



Google suggested searches for “app maker”

Your domain name can be an important factor in your search ranking. A keyword that is part of your domain can act as a relevancy signal and can boost clicks on your site in search results. As a generic extension, .xyz is recognized and indexed by Google the exact same way all other generic domains are, including .com, .net, and .org, which Google has verified¹.

For example, a mobile application builder would want to target the keyword “app maker.” The domain name that **AppMaker.xyz** uses is a very wise choice that surely helped to land them on the first page of Google’s search engine results page for that keyword!

2 Social Media

The versatility and cost-effectiveness of social media marketing makes it another popular way to reach a target audience. An individual, business, or organization can spread their message by posting relevant content on social media platforms at just the cost it took to create it. Be sure to use hashtags and engage with other users in your target audience’s community in order to increase the visibility of your post and updates.

Keep in mind that different social media channels attract varying types of people. For example, if you have a health food blog, then sharing recipes on Pinterest may garner a lot of traffic to your website. If your startup helps small businesses, then you may want to focus on making contacts through LinkedIn.

Instant 140-character updates make Twitter the best platform for sharing breaking news, and so it is popular among avid followers of current events and journalism. Independent journalist, **MelissaHung.xyz**, expertly takes advantage of this type of text-heavy content by updating her smart and witty tweets almost daily, amassing a substantial following to share her latest stories with.



MelissaHung.xyz builds her audience through Twitter.

3 Paid Advertising

If you would like to expose your messaging to a larger audience, you can look into paying for ad space. Ad space can be purchased online through digital ad networks and social media, in printed newspapers and publication, on out-of-home (OOH) advertising with billboards and posters, as well as on radio and commercial broadcasts.

No matter the type of advertising, it’s important to make sure that your messaging is being communicated clearly to your target audience, and that you have a predetermined way to measure its success. Clicks on an online ad, readership from a magazine, and viewership on a TV commercial are some ways to measure your advertisement’s effect on your goals.



PublicSpace.xyz Instagram ad

Vaporwave fashion brand **PublicSpace.xyz** is known for designs with lively references to 80’s and 90’s pop culture. They expertly use social media advertising on the platform with the largest millennial audience: Instagram. Their targeted Instagram ads trigger nostalgia amongst their audience, inspiring potential buyers to click through to their website or follow their page.

4 Influencer Marketing

Learning about a new product or service from a familiar face can add credibility. Social media influencers have built relationships and trust with their fans who respect their content and recommendations. Partnering with those who

have influence amongst your target audience can improve your brand awareness and build trust.

Finding the right influencers to work with can be tricky, so you may consider using an influencer platform like **Moon.xyz**. Their marketplace is comprised of over 7,000 influencers that can be easily sorted by audience category and follower count.



Moon.xyz influencer Katerina S.

5 Events, Exhibiting, and Networking

Another useful way to grow your audience is through in-person interactions. You can host an event in order to build stronger relationships with prospective customers, or attend an event as an exhibitor. You can also promote yourself through attending mixers and networking events.

Cutting-edge kimono brand, **Kisaburo.xyz**, knows the power of connecting with their customers in person. Designer Kisaburo Iwamoto hosts regular pop-up shops, called the Yukata Lounge, where he demonstrates the correct way to tie the Japanese robe and shares his expertise as a fourth-generation kimono designer.

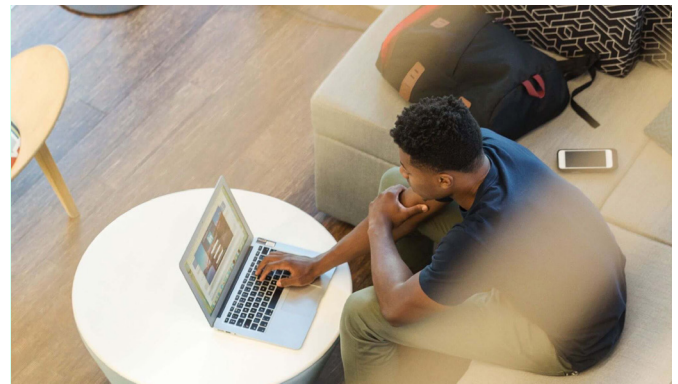


Kisaburo.xyz Yukata Lounge 2019

6 Email and SMS Marketing

An important way to continue communication with your target audience is through email and SMS marketing. Build up your contact list by creating a signup form on your website or drive new leads through social media. You can send updates, news about product launches, and special sales straight to your audience.

Joyinc.xyz is an organization that aims to develop healthier psychology and create positive social movements in Africa. Their target audience can sign up for a daily and weekly newsletter series. The **Daily Vulnerable** sends inspiring quotes and gives guidance and reading recommendations every day. The **Joy List** provides updates on the business and other guidance for Joyinc.xyz supporters every week.



JoyInc.xyz email subscriber

Conclusion

Be thoughtful about which marketing platform that you decide to use. Be sure to join in on communities that your target audience is a part of, and continually measure the effectiveness of your outreach. The best marketing opportunity is the one that works for you and your business or organization.

¹Source: [Google Webmaster Central Blog](#)

Customer Focus

Find inspiration from .xyz customers who are expertly growing their audience.

JOYINC.XYZ

JoyInc.xyz was founded by **Forbes 30 under 30** list member Chude Jideonwo, a Yale graduate who now works as a lawyer. Chude created **JoyInc.xyz** as a “benefit corporation” which aims to develop healthier psychology and create positive social movements in Africa. One way Chude and his team achieve this goal is through sharing knowledge and educating their community via regular newsletters from both Chude and the JoyInc team. There are various newsletter series **JoyInc.xyz** followers can subscribe to, from Chude’s **Daily Vulnerable** where he shares inspiring quotes and gives guidance and reading recommendations, to **JoyInc.xyz**’s weekly **Joy List**, which provides updates on the business while offering guidance to their supporters.

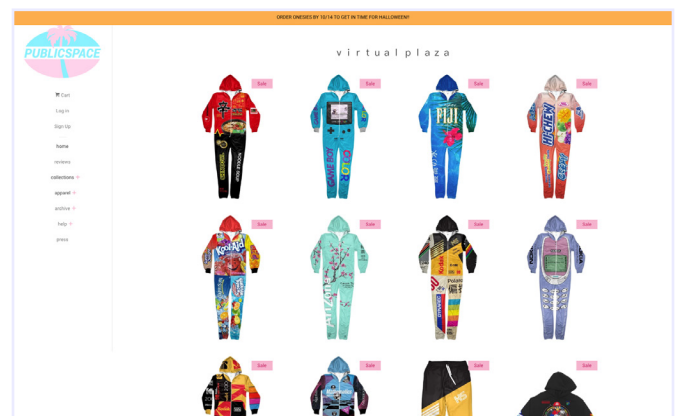


MELISSAHUNG.XYZ

MelissaHung.xyz is the online portfolio of a San Francisco-based writer and independent journalist who mainly covers culture, race, and immigration. You can find Melissa’s essays and reported stories in **NPR**, **Vogue**, **Catapult**, and **Pacific Standard**, among others. Melissa also received the **2010 National Arts and Humanities Youth Program Award** from former first lady Michelle Obama for her work with **WritersCorps**, a creative writing program that mentors low-income, immigrant, and incarcerated youth through a social justice framework. Melissa expertly uses **Twitter** to continue to grow her fanbase. Her wit and sense of humor shine through the 140 character limit, and she’s amassed a following to regularly share her latest stories with.

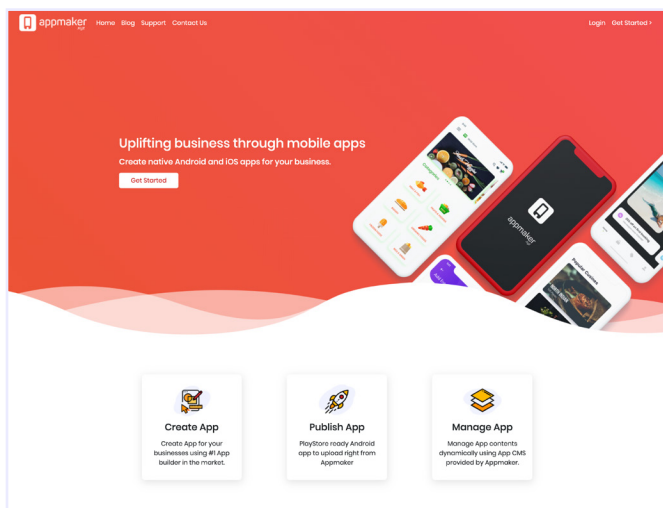
PUBLICSPACE.XYZ

If you need inspiration for how to create eye-grabbing Instagram ads, look no further than Vaporwave fashion brand **PublicSpace.xyz**. Launched by popular fashion designer Eric Wu, the brand creates colorful ads that pop out from other photos in your feed by blending their 80s and 90s inspired designs with colorful backgrounds and large product images. Whether you’re driven to click because of that wave of nostalgia or just want to see what kind of off-the-wall designs **PublicSpace.xyz** has, their ads are sure to make an impression and are likely to get you to visit the full site.



KISABURO.XYZ

Kisaburo.xyz is home to cutting edge kimono fashion brand Kisaburo. Owner and designer Kisaburo Iwamoto is reinventing the 90-year-old family business after inheriting it in 2015. Kisaburo's mission is to push the boundaries of kimono design, just as his great-grandfather and namesake, Kisaburo-san, did when he originally founded the business. New customers can attend one of **Kisaburo.xyz**'s regular pop-up shops, called the Yukata Lounge, to see the kimonos in person. There, Kisaburo demonstrates the correct way to tie the Japanese robe and share his expertise as a fourth-generation kimono designer.

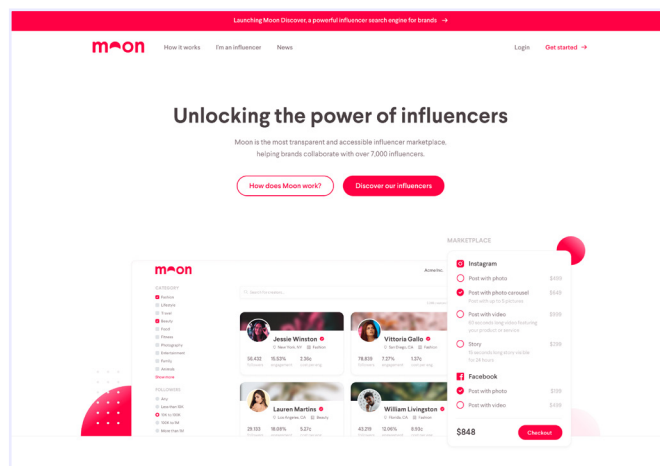


APPMAKER.XYZ

India-based mobile application builder, **Appmaker.xyz**, allows you to create your own app through a simple interface, complete with personalized style, content, and features. You don't need any technical ability to design apps for WooCommerce, WordPress, or a web app within a day. This innovative solution has garnered high praise and recognition for **Appmaker.xyz**, most recently in the form of a prize at **Zone Startups India's Next BIG Idea contest**. Their expertly chosen domain name may be a big part of attracting their customers as well. By choosing the main keyword search term that's related to their business as their domain name, they have landed on the first page of Google's search engine results page!

MOON.XYZ

Now that you know about the power of influencer marketing and how to fit the strategy into your marketing plan, the next step is to get in touch with the right influencers. **Moon.xyz** is a platform to check out, as it helps businesses unlock the power of the influencer marketplace by connecting them with over 7,000 influencers sorted by audience category and follower count. The service is free for brands to use, and their simple platform is designed to make keeping track of campaigns and conversations with influencers hassle-free. **Moon.xyz** says a key to successful influencer marketing partnerships is to support the influencers themselves as well, and their support of the influencers in their network via social media promotion and their reliable system ensures both brands and influencers can work together as efficiently as possible.



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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