



.telegraph

The new way to communicate

Welcome to *.telegraph*, the monthly .tel community newsletter covering the latest news on .tel features, software and services, as well as useful tips and advice from .tel owners. Why not share this with someone you think may also be interested? More resources are at <http://telnic.org/community-landing.html>.

IN THIS ISSUE

A new year's message from Telnic	2
.tel cities around the world	3
.tel celebrities take a break	3
.tel by a web designer	4
Registrar special	5

FEATURED .TEL PROMOTION



.tel merchandise in online shops*:

<http://cafepress.com/telnic>

<http://zazzle.com/knowledgeprobe/tel+gifts>

*Note: These are community services, no proceeds go to Telnic Limited

.TEL APPLICATION UPDATES

iPhone Superbook updated in Dec

iPhone My.tel 2.0 coming soon

.tel for Outlook and BlackBerry 1.5 coming soon

.tel for Android in development

Hot News: search on .tel with TelPages

Telnic has provided to the .tel community a Beta version of TelPages, a global .tel search directory. When released, this search will have a new design and more exciting features, but you can preview and test its speed and quality today at <http://beta.telpages.com>.

In its current version, TelPages searches through all active .tel domains, can sort them into individuals and businesses, and perform advanced searches for Who, What and Where. We hope you will find this facility useful. Please email us your feedback at community@telnic.org.

QUOTE

"At the beginning of this New Year, I wanted to first offer our best wishes for the future and thank you for your support over the past year. 2009 has seen us embark on a new adventure on the internet with .tel, and your support has helped us become the seventh most popular domain registry regulated by ICANN, with over 275,000 .tel domains registered, in a very short space of time."

Khashayar Mahdavi,
CEO of Telnic Ltd

More on page 2



New Year—New Look: telnic.org

Telnic has launched an updated and improved version of its main website, telnic.org. Among the new useful features and materials:

- ▶ See if [a .tel name is available](#) and buy it from a shortlist of registrars
- ▶ Browse [.tel for you](#) for industry-specific tips on organizing your .tel page
- ▶ Take the [Quick Tour](#) to learn about .tel benefits and monetization options
- ▶ [Manage your .tel](#) by going straight to your .tel control panel
- ▶ Get the most of your .tel with [Tools](#) and Services by Telnic and the community

Industry News: .tel at MacWorld



Join **Justin Hayward**, Telnic's Director of Communications, and **Henri Asseily**, the CTO, at the MacWorld exhibition this year and be among the first to try out My.tel 2.0, the powerful iPhone app for managing your .tel domains. Come round to **Booth 1366** to ask questions, share ideas and discuss the latest news in the .tel world.

A new year's message from Telnic

We believe 2010 to be an incredibly exciting year that will bring new value and popularity for .tel domains.

What you see when you manage or visit a .tel is just the tip of the iceberg. Behind the control panel and applications, there is a significant and complex technical architecture that has taken time to be refined. Now that we have secured this infrastructure, we are focused on four key priorities for 2010. These will deliver a refreshed look and feel, easier management for individuals and portfolio owners, increasing the awareness through extended marketing and new distributors that can target customers outside of the traditional domain-buying audience.

1. Increased customization

We're very aware of the popularity of Web 2.0 services and their look and feel, and elements of this will be built into the look and feel of the .tel proxy pages in 2010. The ability to have more customization, to add a logo or a photo, to bring a more friendly presentation to the .tel data, will be a major priority in the first quarter of 2010.

2. Increased value and monetization

While it is possible to generate revenue from non-traditional sources such as premium rate telephone numbers and SMS, links to downloads and sponsored links, we are aware of the need to simplify the ability for traditional web advertising methods to be incorporated into .tel. As such, we will be developing a more simple way of implementing services into .tel, either directly through the control panel, or via easy-to-integrate third party solutions from partners.

3. Better discoverability

In 2010, Telnic will be launching Telpages, its web-based search directory for .tel domains. While .tel domains are discoverable through most leading search engines, many customers have been requesting an official, .tel-only search engine created by Telnic, for their global listings. This has launched in beta this month, and will be constantly improved over time as .tel domains become populated with more meaningful data.

4. Integration with other services

The .tel is an excellent platform from which individuals and businesses can better integrate their web experience and manage their interaction with other services. For that, we will be building connectors to easily integrate with other services, using technologies like Open Authentication, as well as providing added-value options such as identity verification with OpenID.

We will also be providing additional space on our platform for other software and services that will integrate with .tel in

2010. As .tel becomes better connected with more services, more people will become aware of the essential requirement of owning their own contact information and sharing it in a more controlled fashion.

We welcome your input

As the Sponsoring Organization for .tel, Telnic is committed to listening and responding to the views of the entire .tel community and we hope we have demonstrated openness and responsiveness to new ideas. While it is inevitable that people have dreams and desires for .tel to become an overnight sensation, the reality is that this takes hard work, strong partnerships and the support of .tel owners to develop their .tel names to the best of their ability. We continue to hear extremely valuable feedback from early adopters in our forums, on social media and social networking sites, as well as their desires for better visibility, ease of use and stronger marketing efforts.

I wish you all a successful and prosperous 2010.

Khashayar Mahdavi
Chief Executive Officer, Telnic Limited

Current 2010 Roadmap at a Glance

On your .tel page

- ▶ New design of .tel pages
- ▶ Adding graphics and logos
- ▶ Customizing .tel page colour scheme
- ▶ New search facility on all .tel pages

In your control panel

- ▶ Click-to-call for cheaper VoIP connections
- ▶ New design of .tel control panel
- ▶ Support for OpenAuth and OpenID
- ▶ Online Service Store
- ▶ Advertising platform

More services

- ▶ TelPages search directory
- ▶ New design of TelFriends web interface
- ▶ Internationalizing TelFriends web interface
- ▶ .tel app for Android
- ▶ Internationalizing .tel apps

.tel Cities around the world

Many .tel domains are used as directory services, with city directories working as tourist guides and as YP-style listings promoting local businesses. A .tel city directory is fast, optimized for mobiles, and has a very low carbon footprint. Unlike a paper directory, a .tel city can be updated in real time, doesn't get lost in the post, and is instantly available wherever you are.

A .tel city directory can help local businesses find clients and partners in their local community, be discovered online and get promoted in online media. Equally, local residents can find it really easy to navigate a .tel city from their mobile device to make purchases, place bookings and find their way around.

Some directories also include reference information about public transport, information centres, emergency services, medical facilities, and other resources that both residents and visitors can benefit from. We've started collecting .tel city directories, see the [Google Map](#) with our progress. To get your directory on the map, write to us at

community@telnic.org.

Some tips for .tel city directories:

- ▶ **Scope:** choose your geographical area (region, city, town) and industry, if any
- ▶ **Target audience:** cater for individual residents, visitors, or B2B connections
- ▶ **Navigation:** balance menu length with the depth of navigation
- ▶ **Introduction:** describe your city in keywords and text header, include a location on the starting screen
- ▶ **Emergency:** add hotline numbers that will help people in times of crises
- ▶ **Benefits:** encourage businesses to get listed in your directory, for instance, by adding a "Get listed" folder
- ▶ **Layered offering:** offer to include a minimal set of contact items as a "basic" package, plus an extended "premium" listing, and maybe even a managed .tel domain option to resell and promote .tel domains for clients
- ▶ **Related links:** make use of advertising space at the top, right and bottom of your directory pages for affiliate links or additional promotions of listed businesses; adverts are particularly useful on navigational pages that have no actual business content on them

Whatever you do with your city.tel, don't leave it empty. Even with basic information about the city and your directory, the domain will start working, getting traffic and building up interest in your resource. As you start adding businesses to your directory, also populate generic information to make the resource useful for all visitors.

.tel celebrities take a break

With the festive season and vacations, we've decided to skip this month's .televideo roll and will restart the awards in February. We have had some very interesting submissions over the holiday period, and they will participate in the competition in the next run.

The competition is still rolling, so don't miss a chance to win one of the Flip HD cameras this winter, submit your story today at <http://www.telnic.org/community-telebrity.html>



Margaret's Folly: .tel by a website designer



I am a website designer and online marketer. I help my clients with SEO and social media marketing. I strive to create websites that come up on the first page of Google. When I create each site, I build in all of the SEO tactics that I can and then teach my clients how to change their websites often using my strategies and between us, we watch their websites climb higher and higher in Google.

How important is being discoverable on the internet or contactable by your clients to you?

It's vital. Because I help my clients in getting found easily on the web, it's very important to me that I am found as easily as well. I have to practice what I preach in order to sell my services. Additionally, it sure helps in getting new projects. When potential clients can find me online easily, they know that I can help them get found as well. Because I'm found easily online, I never have to cold call. I get all of my work just from people finding me in search and visiting my website - or from word of mouth from happy customers.

How do you enable your clients to reach you?

I feel - and I hope my customers agree - that part of my brand is stellar customer service. As such, I am available night and day, seven days a week. My clients can reach me via cell phone, email and through the contact form on my website. I carry an iPhone with me at all times and will take my clients' calls or answer their emails as I receive them. I have added my .tel to my website, to my business card, and to my email signature. My clients have all of my contact information available to them through these avenues.

When did you hear about .tel domains and what were your thoughts?

I first heard about .tel domain names during the Landrush in early 2009. One of my clients has a very popular domain name and I wanted to secure that .tel for him before anyone else bought it. We bought his domain name in March and I didn't set up his .tel until a few months ago. Once I learned more about .tels and saw their incredible value, I set up two of my own .tels and I've been selling the set-up of .tels as yet another service provided by Margaret's Folly.

Who might benefit from a .tel?

Everyone. I own two .tel domain names, one for professional use (margaretsfolly.tel) and one for personal use (margarettehan.tel). I use these .tels not only so that people can find me easily, but also as examples for others to view so that I can sell the .tel set-up to businesses and individuals alike. It's just so easy to tell people to find me at margaretsfolly.tel that I truly think everyone should have one - even if they don't want to use it for business purposes. But for businesses, it's a no-brainer. Of course every business should have a .tel to list their employees and their employees' con-

tact info, to show where their business is located - or to show all of their locations, and to have one more inexpensive and easily maintained website that sells their products and services.

What's your experience been having used it for a while?

I'm thrilled with it. If I'm out running errands and I don't have business cards on me - or if I give out my last card - I can always tell people to go to margaretsfolly.tel. If I'm on the phone and I need to tell people several ways to reach me, I always tell them to bookmark margaretsfolly.tel or to download my vCard. I don't have a way to set up an email signature on my iPhone so adding "margaretsfolly.tel" at the end of an email takes a lot less time than adding my website, my phone number and my several email addresses. I like the fact that I have my Facebook page, my Twitter account and my LinkedIn pages all listed in one place. I haven't made any of my contact info private yet, but it's nice to know that feature is available.

How does having a .tel help your business specifically?

I love the fact that I can be found via every search engine possible. I can be found via conventional search methods - in Google, Yahoo!, etc. But I can also be found in Jepaa.com - proving my point to my clients - that they, too, can be found easily on the web if they follow my strategies. Additionally, one can only fit just so much information on a business card. Rather than overcrowd my business card, I list the essentials on it... my phone number, my main email address, my business website and my .tel. When people visit my .tel, they see so much more about me than what I can fit on my business card.

How would you explain to a layperson what a .tel is?

I would tell them it's an online business card but it's a thousand times better. I like to use this story as an example. One day, I was driving from one appointment to the next when I received an email from a vendor who was getting some quotes for me. The woman emailed me with, "Call me right away!" But she didn't include her phone number in the email. I had not added her phone number to my contacts yet so I did not have her phone number on me. I had to drive back to my office between appointments to get her phone number off of her business card. If only she had a .tel. I could have just looked up her phone number on her .tel on my iPhone and called her while I was driving to my next appointment.

I would also explain to them that print is permanent. Change your phone number and you now need to get new business cards printed. Better yet, change your job and how do you notify everyone that you have a new job with a new phone number? But if you have a .tel, you can make changes to your phone number or your business contact info at any time of the day or night... with no cost to make those changes. You can be found easily at all times. Or - should you want to keep some info private, that's OK, too.

Registrars Only

Get Ready, Get Set, GO... Renewal season is upon us!

With many domains coming up for renewal in March – May this year, registrars and their resellers need to get ready now in order to be well-prepared for the burst of activity required during this period. To ensure a high percentage of renewals, start working on your messaging and information campaigns now, and we invite you to work with us to raise awareness around .tel renewals and to use this momentum to secure new registrations and new customers too! Here are some ideas for your Renewals Action Plan:

► Drive usage, educate your customers

An active .tel is an actively renewed .tel. When customers receive the benefit from using their .tel, and they use it in their communications, they won't let their domain drop.

Our recent campaigns show that a targeted message to a specific vertical (such as professionals or small businesses) is much more effective when promoting .tel domains, which is why Telnic has incorporated specific messaging for 24 different vertical markets on its new website. If you or any of your resellers have a clearly defined community to which you cater, please visit <http://telnic.org/telforyou-landing.html> and feel free to use all relevant .tel messaging appropriate for your customers.

► Show value in .tel

When renewal time comes, registrants need to see benefits in their .tel domains. To make sure that your offer is still compelling, use our .tel Tour materials and show customer how to monetize their .tel names and optimize content for search engines; see all benefits at <http://telnic.org/tour-landing.html>

Speaking of SEO, it seems to be a significant value proposition that responds well. More information is available on our website at <http://telnic.org/tour-seo.html> with a short video presentation of SEO benefits. Please feel free to use both in your marketing efforts.

► Introduce special offers

As you start informing your customers about expiration dates, you may want to setup special early-bird and / or multi-year discounts. The .tel community is already actively discussing the best renewal deals, the best transfer processes and who has the best support services. Make sure you get your pitch in early to retain and re-assure your customers that their decision to choose you first time round is still the right choice.

► Keep your customers informed

To ensure that all customers are informed about the need to renew, Telnic is planning to introduce an alert mechanism that will produce a warning in the control panel for any domains that are about to expire. Users will also be able to check expiration dates for their domains at <http://telnic.org/community-renew.html>.

2010: New distribution methods

As a result of several campaigns, we have found that bundling .tel with other products and services can create a very compelling offer. You can easily up sell email hosting or add .tel to a domain + hosting package offer; a .tel page can be used as a mobile-optimized addition to a traditional website, which costs much less.

Several registrars have also launched .tel retail cards to sell .tel names over the counter. Perhaps, you'd also be interested in selling .tel through retail channels of your resellers or existing relationships with important clients that have retail outlets. Please contact us for design help and program details.

Share your 2010 campaign plans with our Registrar Relations team now. Let us see what we could be doing to help, write to us now at registrar-team@telnic.org.

