

# committee exchange

## TOP LEVEL DOMAIN NAMES

The Internet Corporation for Assigned Names and Numbers (ICANN) coordinates the global Internet's systems of unique identifiers. These are the global top level domain names (gTLDs) that we use to access web pages over the internet such as; .com, .net and .org. Whilst today there are over 120 million domain names under registration the number of top level domain names remains remarkably small with only 21 gTLDs.

ICANN in its desire to promote competition in the domain name marketplace is proposing a significant expansion of the generic top-level domains (gTLDs) to allow for more innovation and choice. This expansion is also based on the premise that in a world with over 1.6 billion Internet users, diversity, choice and competition are keys to the continued success and reach of the Internet.

The expansion may include a system for the ongoing introduction of new top level domains as well as using domain names in a wide variety of scripts beyond the ASCII character set.

The introduction of gTLDs will also create many new challenges such as; trademark holders may have to undertake defensive registrations of domain names, internet search engines and software will have to be revamped and the complexity of the internet will increase exponentially.

*Article submitted by Technology Committee Chair Sebastian Bombaci.*

## EMAIL TIPS

A poorly written email can damage your firm's image. The following tips come from an article written by Stefan Pertz, Managing Director of Launchpad titled *How to write emails that make your company look bad.*

### 1. Don't be too generous with SMS lingo

Shortening words for SMS message's is now a thing of the past. If they no longer contain SMS lingo then there is no reason why your emails should. The following are two samples of messages Launchpad has received:

"Gud morning !! Stefan, Sure , U can sent to me the PDF scan."

"Gud morning , about the receipt you can prepared to me jst a normal official receipt.."

### 2. Don't copy everyone in your message -- use BCC

An email application should be used if you need a lot of people to know something about your organisation. However, if you shy away from the cost, or if such system

seems to be too complicated, at least use the BCC function.

### 3. Don't reply to everyone if not required

Make a conscious decision before replying if everyone really needs to read your response.

### 4. Cut it somewhere...

Emails are great for seeing the entire history of an exchange on a particular subject. However, at some stage, and particularly when you change topics, it is a good idea to cut it off and to start fresh with a new subject header.

### 5. There are better ways to send huge files

Sending large files through email is irritating. Here are some options; use free file sharing software of premium services that charge for the use of their help, Skype, MSN or offer a log-in to a server space where files can be stored.

### 6. No free email

If you have a URL, there is really no reason not to use the extension of that URL for your email. Not only may your message end up in the spam folder, your organisation will also look unprofessional when using free email services.

### 7. Subjects matter -- to the spam filter as well as to the reader

A subject line will give the recipient the opportunity to quickly decide how important an email is and more importantly, what is the connection to his business. If you have met someone at a networking event (where s/he has met a lot of people) a simple "hi" in the subject line may not be sufficient. You may want to be a bit more specific.

Stating that the message is urgent in the subject line may also be interpreted wrongly. That's what the exclamation mark is for in Outlook.

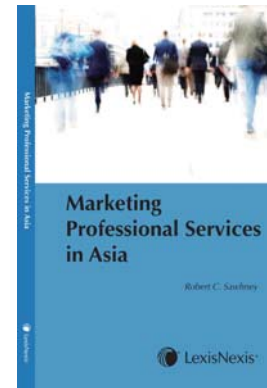
All it takes is a bit of thinking to make the subject line work harder for you. Just like in the good old days of paper, where the subject matter mattered.

*Article contributed by Media and Marketing and Technology Committee Member Kay Bayliss of Asia Digital Marketing Association.*

## BOOK REVIEW

**Marketing Professional Services in Asia** by Robert C. Sawhney, Published by LexisNexis, 2009.

The publication of Robert Sawhney's book on *Marketing Professional Service in Asia* is both



timely and a testament to the maturing of the profession of professional services marketing in the Asia Pacific region. It may be timely for those firms that have enjoyed growth but are now finding themselves becalmed in the doldrums of the global recession, with

no clear navigational strategy to take stock of where they are and what they are doing. What Sawhney recommends may help them steer a course back into the trade winds leaving competitors languishing behind.

Bob Sawhney has been based in Asia since 1995 and is the founder and Managing Director of SRC Associates Ltd, a Hong Kong-based management and marketing consultancy specialising in the professional services market. Unlike many academic authors of books written about professional services marketing, Sawhney demonstrates a well-developed understanding of the day-to-day implementation challenges that senior management and marketing professionals face in these firms.

The book is easy to read and avoids the excessive use of marketing jargon. Well selected illustrative case studies are used throughout. It is relevant to both the large professional services firm and the more numerous smaller professional services firms which lack the time, information, money, expertise, skills and human resources that larger firms have. It is written to help the owner/operators of small firms to overcome these barriers and to compete effectively.

Sawhney addresses strategic marketing issues such as understanding the market and client value; the role of marketing and business development in professional services firms; developing effective business and marketing strategies including segmentation, targeting, differentiation and positioning; and then putting it all into action and making it work. While it specifically addresses these issues in the Asian business and cultural context, it is relevant to firms and organisations in other regions. It is particularly relevant to the senior management and marketing professionals of firms headquartered outside of Asia with Asian branch offices, many of who incorrectly believe that what works in their home market will work in Asia.

For firms with developing or established marketing cultures this book provides a valuable set of benchmarks against which firms can measure their progress and success.

*Article submitted by Media and Marketing Committee Member Phillip McDonald of Corporate Patron Deacons.*