



Need a Marketing Boost? Here's How a .BANK Domain Can Help

For every organization – whether in banking or elsewhere – keeping a brand fresh is important to stay relevant with consumers. At fTLD Registry Services, we talk to banks around the world about their most pressing needs. Marketing is often at the top of the list.

But beyond a new advertising campaign or promotion, what can be done?

We've found that a .BANK domain is one of the most impactful ways to help bank marketers reimagine their organization's public image. It's a pivot point for brands that want a boost in attracting new clients while keeping their existing customers interested.

Here are three suggestions for how a new .BANK domain name can remake your marketing plan and build your bank's brand image:

1) Stake Your Claim

.BANK doesn't sound generic. While some companies find increasingly convoluted web URLs to communicate their brand name, a .BANK domain name cuts through the noise. It's an opportunity to simplify your web presence that directly speaks to your bank's identity. As a marketer, you'll be able to reduce confusion for new customers with a clean and simple domain and email address.

2) Stoke the Flames

For both existing and future customers, a .BANK domain name offers an avenue to rekindle or ignite a customer relationship with your brand. When coupled with other updates (web refresh, new messaging, etc.), we've seen banks that have made the switch create significant amounts of renewed interest in their organizations. For some, it's a reset. For others, it's a way to create a marketing spark.

3) Build Trust

We've worked hard to create an innovative approach to cybersecurity. Our verification process is a guarantee to your customers: when they see a .BANK domain, it signals that this organization has been authenticated and verified and they can trust this website and email. Our domains dramatically cut down the risk of hack attacks (including email phishing) – something every bank customer is grateful for.

As more banks make the transition to a .BANK domain, we've seen these ideas in action. We've heard from bankers who are using a new .BANK domain name to create a new energy around their brand and how this is working for them. As you take the time early this year to think about your next marketing moves, consider a .BANK domain. We'd love to hear from you about your plans or questions!

To learn more about what a .BANK domain can do for you and how to upgrade your marketing, visit <https://www.register.bank/learnmore>.