

Keep and protect brands on the Internet

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From loud propaganda campaigns on the mass media or from their own business experience, more and more businesses realize the importance of brands (trademarks, service marks).) and give the brand a worthy investment in its business strategy.

To make it easy to remember, attract attention and simultaneously market to yourself, subjects often register domain names according to trade names, trademarks or inventions, industrial designs, copyrights. . owned by them.

In such forms, domain names are known as Internet brands of businesses. There are no eye-catching elements for consumers such as shapes, colors, fonts, but reading domain names We will easily recognize the corresponding brand. For example, the domain name www.trungnguyen.com.vn associated with Trung Nguyen and www.anphuoc.com represent An Phuoc brand.

A characteristic of a brand is uniqueness in a certain territory, usually a country or a group of countries that recognize each other's trademark registration. Domain names also have similar characteristics, and moreover, domain names are unique worldwide. Indeed, if you already own a domain name like www.vietsoft.com, no other company in the country or abroad can compete with you. The only problem is who is quick to register first!

Moreover, the domain name along with the website content comes with giving readers a lot of information about that business. This is particularly necessary for new brands that are "clear" or have not left a deep impression on consumers.

What is a good domain name?

A good domain name is a domain name that is easy to remember, short, and more unique, but the most important domain name must be tied to the brand.

It is not always possible for consumers to see your domain name when they have a computer connected to the Internet with them, so the domain name must be easy to remember so that when there is time and conditions, consumers can easily find your business website among numerous other websites on the Internet. Often domain names have the form of www.tenmien.com, www.elements.com (or .com.vn) is a common attribute, so when you set a domain name, you only need to pay attention to the main element between www. and .com.

Domain names should be short because they are short and easy to remember. Domain names such as www.thuykhueshoesco.vnn.vn, www.thuongdinhfootwear.com both make people afraid to type on the keyboard, increase the probability of mistakenly typing, but with domain names, only one character is mistaken to be found website with your elaborate construction.

But domain names cannot be separated from brands. This is a point that limits the ability of domain names to meet these two conditions. It is fortunate for businesses with short brands such as Nam Ha (www.namha.com), Ban Mai (www.banmai.com.vn) because their domain names are both associated with the brand and easy to remember. The brands are made up of short names of businesses such as 3C (www.3c.com.vn), their domain names have the same advantage. There are also businesses with brands such as Ben Thanh Tourist, the name domain (www.benthanh-tourist.com) for them is a difficult problem because it is impossible to have a short domain name, but also cannot change a brand that has a place in the hearts of consumers. Therefore, the advice for start-up businesses is to choose the brand very briefly, or at least find a reasonable abbreviation to develop into a brand.

Where there is a brand there is a domain name

Just like brands, domain names need to be advertised through methodical and scalable marketing methods. And to do well, brand managers need to be aware of the role of domain names and the organic attachment between domain name and brand. The best way is to have a brand, there is a domain name. Thus, the domain name needs to appear in TV commercials, newspaper advertisements, on the calendar, on banners, posters and leaflets issued by the company. In business cards of all officials and employees of the company must have a domain name. Promoting domain names in the network environment is another way. In addition to renting banners in electronic newspapers, websites with many viewers, businesses can exchange logos, link to websites of other businesses and organizations. Another way to promote domain names is that many enterprises have not paid attention to it, it is to get the original part of the domain name to make the email address. For example, the domain name www.vnnic.net.vn will have the email address info@vnnic.net.vn. Thus, when you read your email address, the partner can immediately receive the name Your domain (by adding the www element to the after @ sign). Using an email address with your business domain name is both professional and expressing your interest in brand development.

Picture 2 of Keep and protect brands on the Internet

Slow down, losing brand

Domain names are particularly important for the business in the information age, e-commerce, buying and selling, advertising on the Internet. Internet domain names represent transaction names, brands, products and services of organizations on the Internet.

Each domain name has only one. Principles for registering domain names are those who pre-register first. So it is inevitable that a company's domain name falls into the hands of another person or company if businesses do not actively register domain names for their companies.

In fact, in many cases, when companies register domain names for their products, their brand name only knows that the domain name has been owned and it takes a lot of time and money to get the domain name back. In the world, the situation of domain name occupation is quite common and has also launched a lawsuit to reclaim it, now this situation has started to become popular in Vietnam. Therefore, the advice here is to register your Internet domain name right away when you set up your business or organization .

Where to register domain names?

All individuals and organizations can register domain names with the following extensions:

Popular top-level domains (gTLD) with extensions: .com, .net, .org .

Top-level country code domain names are allocated by each country according to specific rules and principles. Currently in Vietnam the country code name is .vn, managed by the Vietnamese state.

The management and allocation of .VN domain names in Vietnam is applied according to international standards and operating practices of national domain names. Vietnam Internet Network Information Center (VNNIC) is a unit under the Ministry of Posts and Telematics which is responsible for allocating domain names under .VN to all domestic and foreign organizations and individuals on the principle of self-registration of names. Domains, pre-registration are prioritized and priority is given to domain names participating directly and doing business in Vietnam.

Currently, those who need it can easily register .vn domain name directly at VNNIC (<http://www.vnnic.net.vn>).

Besides, the registration of .vn domain names can also be done through registrars (Registrars) of VNNIC such as:

Hi-Tek Company (<http://www.dot.vn>),

FPT Media Company (<http://fpt.vn>),

Post Office Company TP. Ho Chi Minh Netsoft (<http://www.netsoft.com.vn>),

Saigonnet, VTIC, PA Vietnam company.

The procedure for registering .VN domain names is simple, fast, convenient and easy for subscribers. Users can simply apply according to the form submitted to VNNIC (or registrars), if no one has registered that domain name, it will be accepted and paid 450,000 VND for registration fee and 480,000 VND for annual maintenance fee. is already owning a .vn domain name.

Information Society Magazine

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