

The strategy of .it to digitize the Italian SMEs

REGISTRO .IT È GESTITO DA





Italy is a country of 60 million inhabitants.
There are about 6 million small and micro enterprises
And a large digital divide with a low education rate:

2.3 million Italians without internet
(Source: Censis)



63.4% of people in southern Italy have access to technology

compared to
72.3% in northern and central Italy

only
20.1% of the population (25-64 years old) has a university degree

compared to
32.8% In the EU

50.1% of people have no more than a secondary school diploma.



WHY

Starting in 2009, Registro .it wanted to make a contribution to the digitalisation of the country and especially of SMEs, which represent 10% of the population.



In 2009, **we started**
marketing campaigns for Italian SMEs.

2009 was also the year **we started**
we started registering domains
with the synchronous system.

Our aim was to make people understand
the importance of having a digital presence on the
web and what advantages could be had

having a return for the
increase in .it domain
registrations



THE STRATEGY

create

added value to inform SMEs
of the importance of having a domain name

show

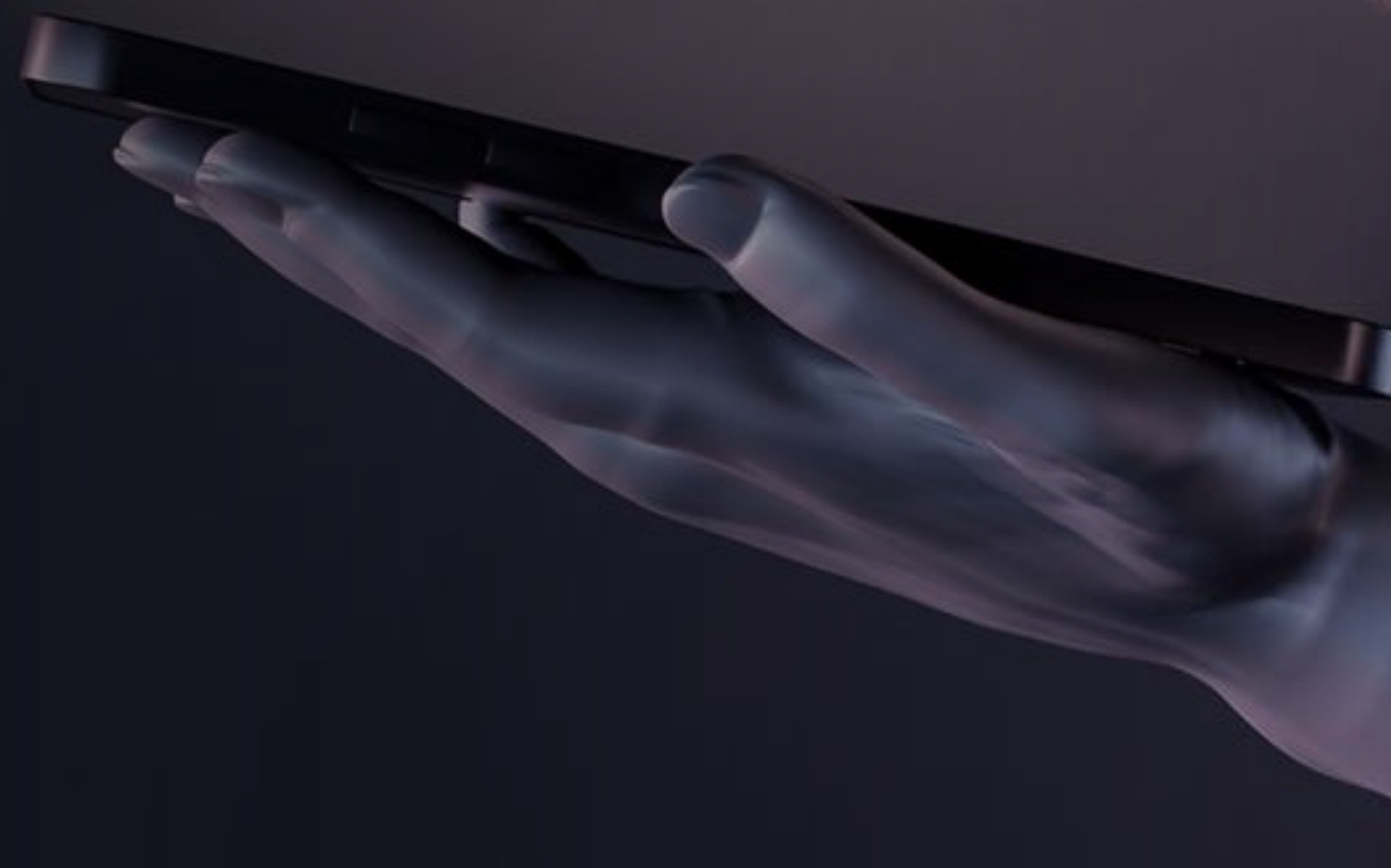
successful case histories,
with the participation of SMEs themselves

involve

Registrars and Influencers that have direct contact
with businesses

use

social media for more informal communication



Organise online and offline events:

1. Both to promote meetings between industry experts and businesses
1. to celebrate important events in the history of .it (25 years, 30 years)

Use the traditional media (newspapers and TV) during these events (30 years) for greater dissemination among the population

Educate people on the aware use of the Internet, also by going to schools

the web-series

Digital By Chance

with Patrizio Roversi





the animated web-series

What A Digital World



ACTIVITIES



Live events

Web Talk

In the main social media



PMD21
AGRIFOOD

PMD21
AGRIFOOD

2018-2019

A Road Show

7 steps to meet companies and a specific space dedicated to «business matching» for Registrars



ACTIVITIES



the podcast

Digital Tomorrow



the
Digital Kit



Recurring events

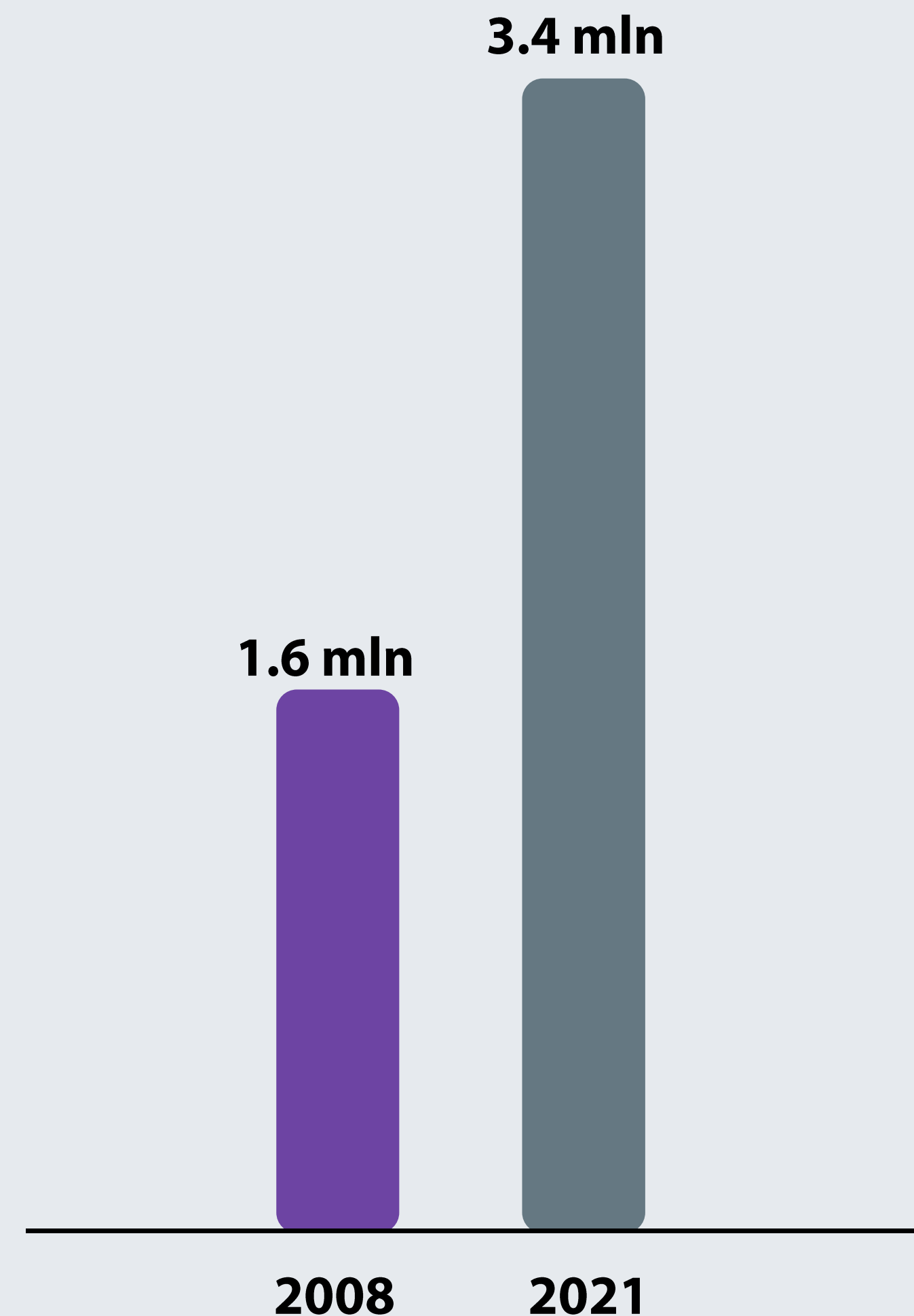
Internet Festival in Pisa

Once a year



RESULTS

The results of over 12 years of marketing have been excellent:



RESULTS



*The pandemic from 2020
has driven the digitalization
of businesses*



Since 2020, there
has been an
increase in
registrations

+44%

in April 2020 vs
April 2019

+ 600.000
domains registered in
2020 vs 2019



Registro **it**
L'ANAGRAFE DEI DOMINI .IT

Thank you!
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