

Domain Vs. Subdomain

Subdomain lebih mudah, lean dan cost effective. Nampak solution ni lebih efficient.
cellmaxxkidz.vivarix.com

Tetapi dia tak ada brand protection. tak contribute towards company and brand valuation.

Imagine Nestle nak jual the whole entire company. Tapi nestle takde kitkat.com, maggi.com, nespresso.com, nescafe.com. The value drops. Sebab setiap satu touchpoint tersebut adalah aset kepada brand, aset kepada syarikat. The trademarks, the domains, Copyright etc.

Domain is a real estate on its own, with or without the website.

Jadi, decision untuk create separate domain and separate website ialah untuk strategic branding and long term growth potential.

Especially sekarang, Cellmaxx di bawa ke depan, as though its the main brand. Vivarix will piggyback Cellmaxx. Sebab the weightage, substance, trust that Cellmaxx carries.

So Cellmaxx is a new franchise yang akan bantu naikan the mother brand, Vivarix.

Ini akan membantu utk

1. Stronger brand recall and consumer trust

Consumer tend to trust product-specific domains and remember them easily.

2. Better SEO and marketing focus - for niche audiences

Influencer and funnel setup in the future. Now kita type Cellmaxx Kidz di Google... pun tak keluar apa2 info except for cellmaxx.com which I believe is not even ours. Kalau boleh kita kene beli balik this domain from our agent/ stockist.

3. Future-proofing for product expansion

Product boleh evolve and grow independently. Dia ada dia punye own space, tak bergantung kepada mother brand.

4. Easier affiliate/agents and advertising campaign usage

E.g- Go to cellmaxxboost.com. The domain will be a standalone, branded domain that will be widely marketed. And people will remember the domain, and have higher perceived value towards the product brand - Cellmaxx Boost (not just cellmaxx as a whole) Simplify tracking and conversion funnel di kemudian hari - especially bila run multi-product marketing campaign. Audience pun untuk setiap satu produk, berbeza, audience kids beza dengan boost, walaupun akan ada yang bertindan. it looks bigger, stronger, more distinctive, unique and prominent (point no. 5)

5. Higher Perceived Value

If Cellmaxx has its own series of domains and microsites and funnels, perceived value tinggi, nampak lebih atas, more reputable, respectable, nampak gah dan influential. All the reason yg membuatkan orang beli baju Elrah Exclusive dan Bulan Bintang. Walaupun viral dengan kualiti yang rendah dan baju tetas. Orang masih beli. Why? Because of HALO EFFECT.

6. Exit at a Higher Value

Let say one day ada investor nak beli Cellmaxx, value Cellmaxx akan bergantung kepada direction dan cara kita carry dia sekarang. Dan bila Cellmaxx is not directly associated with Vivarix (contoh: ada domain dan website sendiri), we can command a price premium. E.g - Cadbury jual Smash instant mashed potato and few others to Premier Foods for \$130 million.
