



.SITE Marketing Kit



Location is everything

The perfect way to mark your location on the internet with a short, savvy and sharp site address

Dear Registrar,

We are super excited to bring to you .site – one the most awaited new gTLDs. Poised at rank 3 in the most valuable new gTLDs, .SITE has been popular with customers as well & garnered 100, 000+ pre-orders already!

To help you market .site better, we have created a dedicated marketing kit. This kit comprises of:

- The .site logo
- The .site cheat sheet - everything about the TLD in one place!
- Plain text & HTMLized emails
- Banners
- Taglines & Social Media Messaging

We hope that you find this kit useful. Feel free to send in your feedback, suggestions or some love to marketing@radixregistry.com

Cheers!

The Radix Radicals



The .site Logo



[Download Source Files](#)



The Cheat sheet

.SITE- the perfect way to mark your location on the internet with a short, savvy and sharp site address

Short A four letter domain extension

Smart Get the exact name you've always wanted! No more compromises

Savvy Easily understood by customers across the globe

Who is .SITE for?

.site is an open and unrestricted domain extension that is ideal for anyone looking for a great site address. It is ideal for:

Organizations	Large Organizations	Small & medium businesses	Startups	Home businesses
Individuals	Bloggers	Hobbyists	Celebrities	Freelancers

Why .SITE?

- Simple, easy to remember
- A pure generic suitable for ALL your customers
- A short, common term customers use as a filler to register domains
- Short 4 character domain extension
- No compromises on first choice names - Availability of great names, unavailable in traditional TLDs
- Perfect for an official site
- Protect your brand name in a highly sought after domain extension



Getting started with .SITE

Use cases for New Customers Getting Online

For Small & Medium Businesses



Grow Your Business with a short, memorable domain name.

For Individuals



Get Your Perfect .site

For Freelancers



The right site can make all the difference

For Organizations



Make it official on your official .site

Use cases for Existing Online Users

Get a shorter .site URL



Launch Your Marketing Campaign



Get Your Branded URL Shortener



Blog for Your Passion





Mailers

You will find four versions of white-labeled emails in this kit which can be customized with your landing page links, pricing and special offers. You can also find links to the HTMLized versions of these emails too.

Announcing the .SITE Launch

Subject:

Get the .site you've always dreamt of!

Copy:

Whether you are a business owner, an individual or a large company - your site is the most important destination where your customers & partners can find everything about you.

With over 270 million domain names already registered, the exact name you want may already be taken.

Why compromise? The launch of .site gives you access to a fresh pool of available names that may not be available elsewhere. Get the name you've always dreamt of!

You can do a lot with your .site address:

- Use it for your Personal Site
- Launch a your latest venture on a .site
- Get a shorter URL: Get acme.site instead of acmesite.com
- Use your .site for your marketing campaigns
- Use it as a URL shortener: Get acme.site instead of acmebusiness.com/offers

Don't miss this opportunity to find the perfect name for your site in .SITE

[Pre-Register Now!](#)



Announcing the .SITE Launch: short

Subject:

Get the .site you've always dreamt of!

Copy:

Your site address is your home on the internet. Why compromise when you can get the exact address you want?

.site is short, intuitive, globally understood and offers attractive domain names which may be unavailable in other extensions.

[Pre- Register Now @ \\$XX](#)

Brand Protection

Subject:

Protect your .site today!

Copy:

Your current domain name is just the first step in protecting your brand online. But is it enough?

.site is a brand new domain extension, understood by customers globally & synonymous with the internet. The generic nature & popularity of the .site make it important for you to protect yourbrand.site.

You can do a lot with your .site address:

- Launch your latest venture on a .site
- Get a shorter URL: Get acme.site instead of acmesite.com
- Use your .site for your marketing campaigns
- Use it as a URL shortener: Get acme.site instead of acmebusiness.com/offers

Whether you're an entrepreneur, business professional or are self-employed, .site is ideal for everyone. Time to protect your official .site

[Pre- Register Now @ \\$XX](#)



Brand Protection: short

Subject:

Secure your .site today! (Register now at \$xx)

Copy:

Customers associate your site with your internet presence. Most companies and individuals declare their official word on their 'official site'.

Secure yourbrand.site for your corporate site before someone else does.

Time to protect your official .site!

[Pre- Register Now @ \\$XX](#)

You can also Download HTML version of all these mails below.

[Download Now!](#)



Banners

We have created some readymade banners that can be used on your website, landing pages, emails and social media. You can also download the source file of these banners to add your pricing, logos etc.



[Download Banner Source Files](#)



Messaging

Social media is a great way to reach your customers. .site offers an enormous number of possibilities because everything makes sense with .site! Here are some taglines and suggestions to get you started

Taglines

- .site Domains – Location is Everything
- Find the .site you've always dreamt of!
- Get your Official site on a .site
- Find your perfect .site on the internet

Social Media Messaging

- Short, Smart, Savvy- .site Domain names
- .site web addresses- Your location on the internet matters
- .site- Where's your home on the internet?
- .site - Your address on the internet

Ad Concepts

- Location is Everything in the Internet Business – Get the right internet address on a .site
- .SITE – The right address for your official site