.tech

Domains for the New Tech Revolution

.tech is the next step towards progress, giving tech startups, organizations, enthusiasts & innovators, the perfect domain extension to showcase their ideas and creations.

Dear Registrar Partner,

We are excited to present .tech – the domain extension for the new tech revolution! .tech caters to a community that spans across 1.35+ million tech startups, 18.2+ million software developers and billions of gamers across the world.

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

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

We hope 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 .TECH Logo
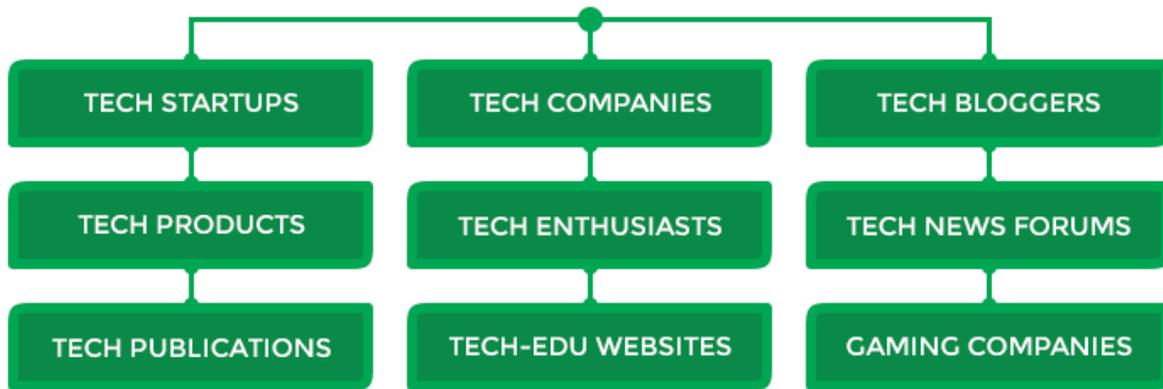
Download Source Files

Who is .TECH for?

The tech community is inventive, loves experimenting and comprises of individuals who are open to risks and want to try something new! A .tech domain gives this community the opportunity to get an internet address that clearly highlights their passion, and what they love.

TECH STARTUPS	TECH COMPANIES	TECH BLOGGERS
TECH PRODUCTS	TECH ENTHUSIASTS	TECH NEWS FORUMS
TECH PUBLICATIONS	TECH-EDU WEBSITES	GAMING COMPANIES

.TECH Buyer Persona

Buyer personas help you understand your potential customers better and target them with relevant ad copies and mailers

Joseph

Job title: Blogger

Responsible for: Reviews technology products, communicates with peers, and gets the latest information and news related to his field. He keeps up to date with the tech conferences and developments, often by developing contacts in the industry so that he is the first to break the news.

Challenges: Ensuring a continuous flow of new visitors and keeping them engaged. He is constantly looking for new avenues to create monetary opportunities.

Brandon

Job Title: Startup Entrepreneur

Responsible for: All functions of the startup, from technology to marketing and ensuring the product reaches end customers. Connects with potential venture capitalists to fund the growth of the company

Challenges: Building brand recognition and credibility amongst end consumers. Getting product mentions across reputable technology platforms.

Jamie

Job Title: Enthusiast

Responsible for: Eats, lives, breathes technology, a role model for her peers. Works as an engineer for a large technology company but comes back home to her own freelance projects

Challenges: Creating an identity for herself and doing indigenous tech projects with friends and peers which fuels here passion for .tech

Why .TECH?

- **Get a .tech identity** - declare your passion for technology,

- **Better Industry Categorization**

- **Greater Freedom to choose a domain name** - leave the categorization to the right of the dot & get creative with your domain name

- **Instant customer connect** - your users and customers know exactly what you do

- **Enhanced branding** - .tech makes it possible to create a 360° tech identity. Get a .tech web address, .tech email address and tech social media identities
  eg: acme.tech, john@acme.tech*, @acmetech*

- **Protect yourbrand.tech** - Get your .tech before someone else does!

.TECH Key Selling Points

BETTER INDUSTRY CATEGORIZATION
Stand out from the crowd & let .TECH define what you do

GREATER FREEDOM TO CHOOSE A DOMAIN NAME
Leave the categorization to the right of the dot & get creative with your domain name

INSTANT CUSTOMER CONNECT
Your visitors know exactly what you do

BUILD A 360° TECH IDENTITY WITH .TECH
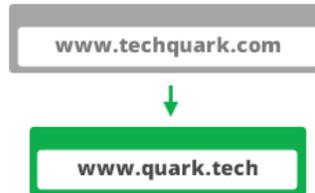Get a .TECH web address, .TECH email address and social media URLs
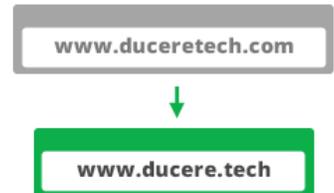
Getting started with .TECH
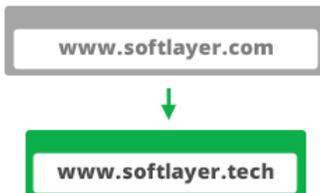
.tech use cases

Tech Companies

www.hcltech.com

↓

www.hcl.tech

Tech Blogs

www.techquark.com

↓

www.quark.tech

Tech Startups

www.duceretech.com

↓

www.ducere.tech

Tech Services

www.softlayer.com

↓

www.softlayer.tech

Tech Educational Institutes

www.georgiatech.com

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www.georgia.tech

Tech Products

www.avagotech.com

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www.avago.tech

Tech Publications

www.extremetech.com

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www.extreme.tech
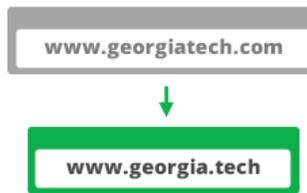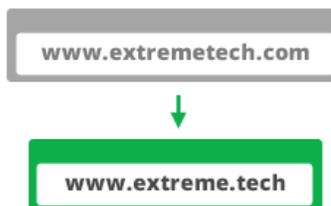
How to use your .TECH?

Email

individual@yourbrand.tech

Marketing Campaigns

www.yourcampaign.tech

Blogs

www.techideas.com

↓

www.ideas.tech

Service Extensions

www.techdirect.dell.com/Portal/DTDLogin.aspx

↓

www.dell.tech

Product Launches

www.newproduct.tech

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.

Announcing the .TECH Launch (short)

Subject:
Are you .tech savvy?

Copy:

Getting the perfect name for your tech venture can be a daunting task.

.tech is the definitive online identity of the tech community and the perfect destination for innovation. It gives you a unique opportunity to find the perfect name for your venture and stand out from the crowd!

A .tech domain offers:

BETTER INDUSTRY CATEGORIZATION
Stand out from the crowd & let .TECH define what you do

GREATER FREEDOM TO CHOOSE A DOMAIN NAME
Leave the categorization to the right of the dot & get creative with your domain name

INSTANT CUSTOMER CONNECT
Your visitors know exactly what you do

BUILD A 360° TECH IDENTITY WITH .TECH
Get a .TECH web address, .TECH email address and social media URLs

Let the extension define you, while you get creative with your name!

Pre- Register Now @ $XX

Subject:

Are you .tech savvy?

Copy:
Getting the perfect name for your tech venture can be a daunting task.

.tech gives you a unique opportunity to find the perfect name for your venture and stand out from the crowd! .tech is the definitive online identity of the tech community and the perfect destination for innovation.

A .tech name offers:

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Stand out from the crowd & let .TECH define what you do

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INSTANT CUSTOMER CONNECT
Your visitors know exactly what you do

BUILD A 360° TECH IDENTITY WITH .TECH
Get a .TECH web address, .TECH email address and social media URLs

Get a 360 degree tech identity on the internet with your .tech domain extension!

Website
www.yourbrand.tech

Email
individual@yourbrand.tech

Social Media
@yourbrandtech

Marketing
yourbrand.tech on T-shirts, Collaterals, blogs

Pre- Register Now @ $XX

Subject:
Protect your .tech identity (Now at $xx)

Copy:
Your current domain name is just the first step in protecting your online identity. Take your tech venture to the next level with a .tech!

.tech is the definitive online identity of the tech community and the perfect destination for innovation. Being a part of the .tech community, yourbrand.tech is a crucial marker of your online presence.

Besides securing yourbrand.tech, there is a lot you can do with your .tech domain name:

Email

individual@yourbrand.tech

Marketing Campaigns

www.yourcampaign.tech

Blogs

www.techideas.com

↓

www.ideas.tech

Service Extensions

www.techdirect.dell.com/Portal/DTDLogin.aspx

↓

www.dell.tech

Product Launches

www.newproduct.tech

Pre- Register Now @ $XX

Secure your .tech domain before someone else does!

Cross-Sell Mailer (short)

Subject:
Protect your .tech identity! (Register now at $xx)

Copy:
Your current domain name is just the first step in protecting your online identity. Take your tech venture to the next level with a .tech!

.tech is the definitive online identity of the tech community and the perfect destination for innovation. Being a part of the .tech community, yourbrand.tech is a crucial marker of your online presence.

Secure your .tech domain before someone else does!

Pre- Register Now @ $XX

Download the HTML emails here

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

Social Media Messaging

Taglines

- Are you .tech savvy?
- .tech: the internet address of the TECH community
- Domain names for the tech revolution
- .tech- Innovation on both sides of the dot

Ad Concepts

- Domain names for the tech revolution
- .tech - Innovation on both sides of the dot
- Declare your passion for technology on a .tech