

.store

Marketing Kit + **more**



**Enriching the online retail presence,
one .store domain name at a time.**

Stores come in all shapes and sizes

From small-town shops to sprawling department stores to digital storefronts that exist entirely online, stores are everywhere. A .STORE domain makes the perfect online destination for an online shop & is a valuable tool to boost to a store's marketing strategy.

Contents

- + The thing about eCommerce
 - + Who is .store really for?
 - + What makes a .store?
 - + How does one use .store?
- + Ready to download .store?



The thing about eCommerce...



2004

\$176 Billion

**Online Retail Sales
in USA**

2019

\$480 Billion*

**Online Retail Sales
in USA**



2013

\$325 Billion

**eCommerce revenue
in Europe**

2018

\$534 Billion*

**eCommerce revenue
in Europe**



Who is .store really for?

Target Audience



**Online Shopping
Portals**



Retail Brands



**Local Small
Businesses**



Start Ups



**Storage Solution
Providers**



What makes a .store?

Brand Guidelines

.store

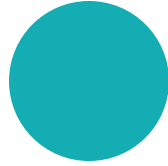
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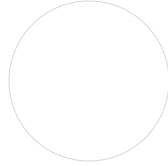
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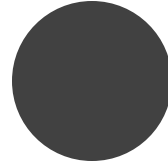




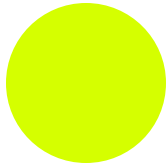
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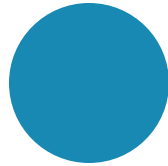
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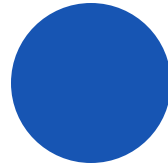
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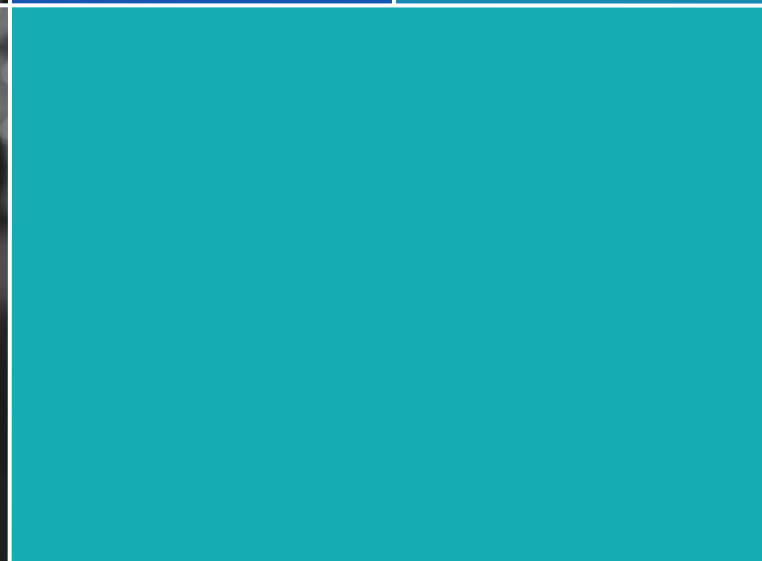
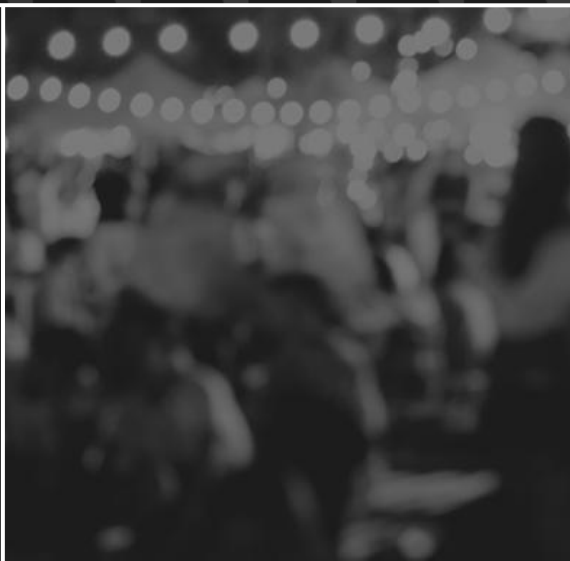
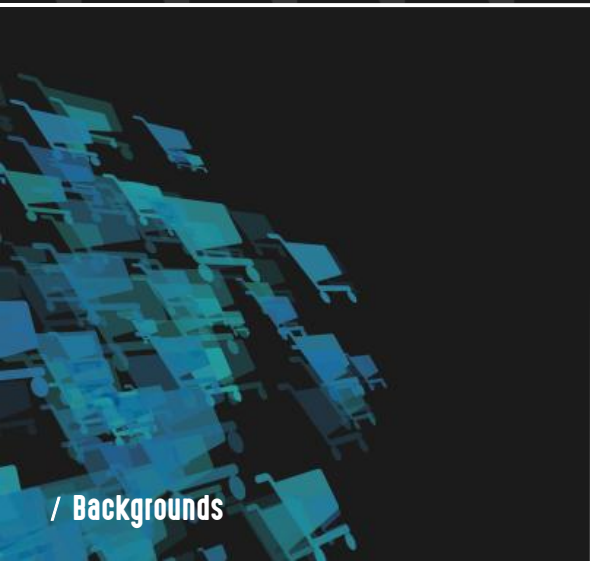
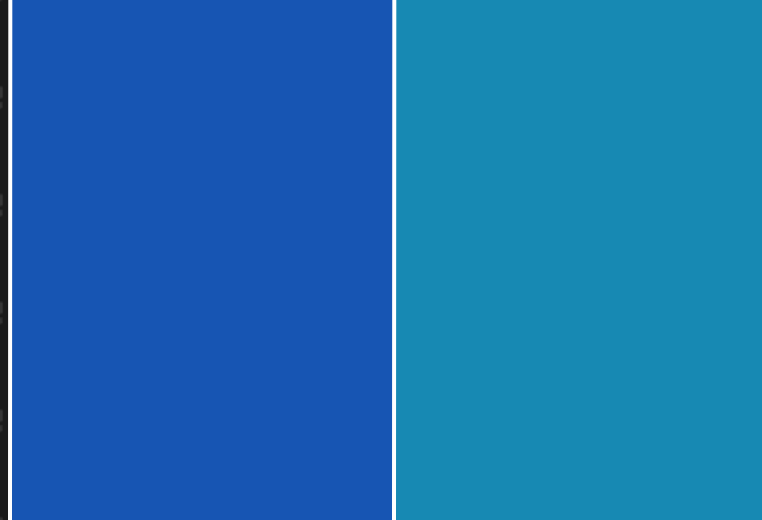
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Font: High Voltage (Headings)

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abcdefghijklmnopqrstuvwxyz
0123456789 !@#\$%&*~{}[]|<>

Font: Avenir LT Std (Body)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#\$%&*~{}[]|<>



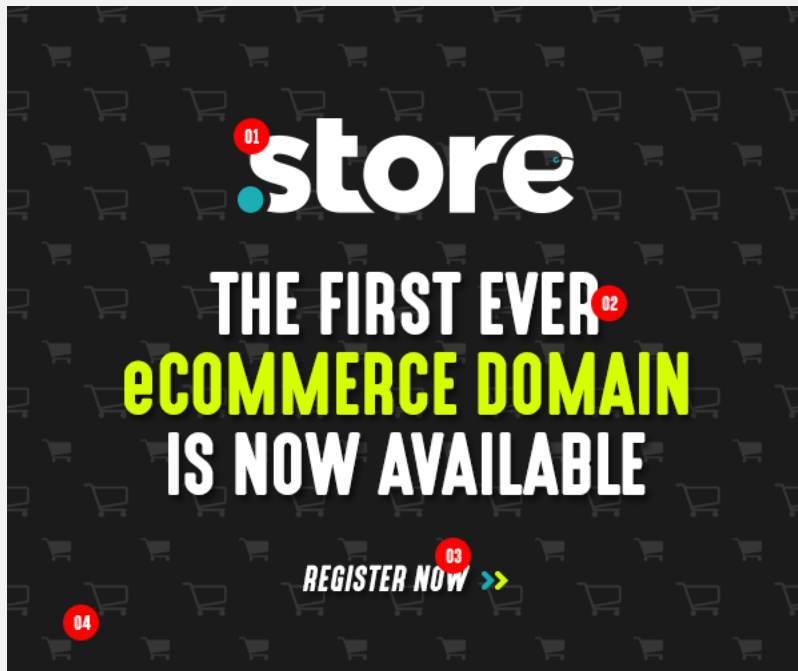
/ Backgrounds





How does one use .store?

Readymade Banners + Content



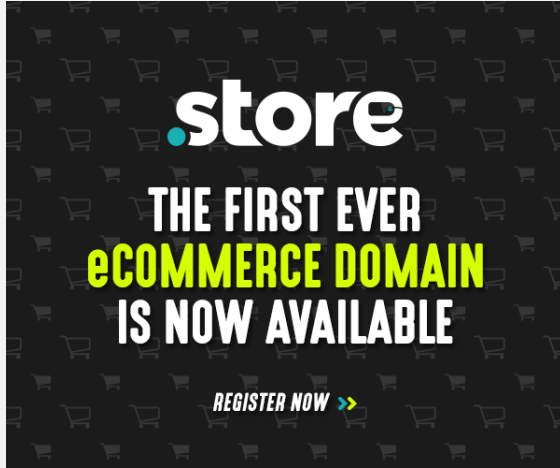
Display Advertising

Core Elements

- 1) Brand Logo
- 2) Core Message
- 3) Clear CTA (Call-to-action)
- 4) Brand Identity (Background)

Core Attributes

- + Direct & Bold Messaging
- + Clear CTA, Consistent Look



Design Sample (Pattern)



Design Sample (Graphics)



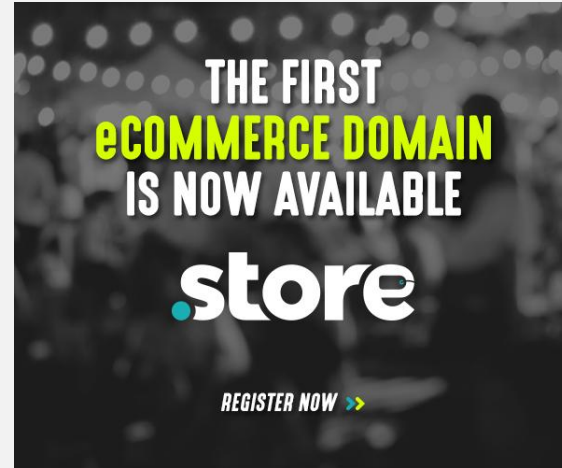
Design Sample (Screen 1)



Design Sample (End Screen)



Design Sample (Screen 1-n)



Design Sample (End Screen)

Social Media Marketing

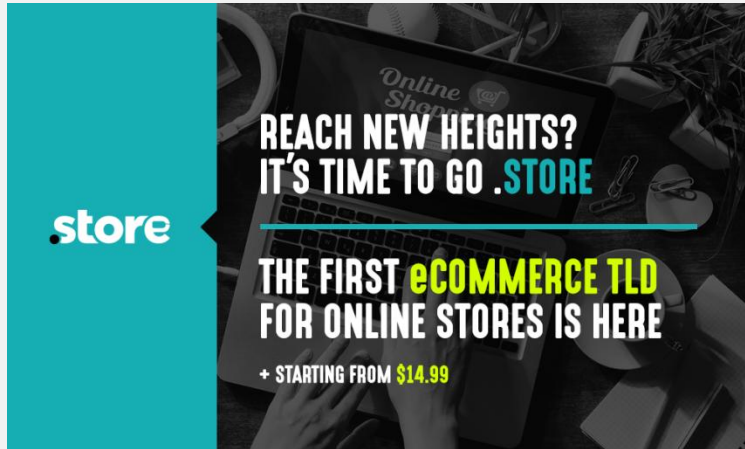
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Design Sample (Imagery)



Design Sample (Pattern)



Design Sample (Imagery)



Design Sample (Imagery)



Design Sample (Graphics)



Design Sample (Imagery)



The massive shift towards digital buying have made it crucial for brands to sell online. Whether you are a big brand, a mom-and-pop shop or just launching a venture, everyone needs to have an online store.

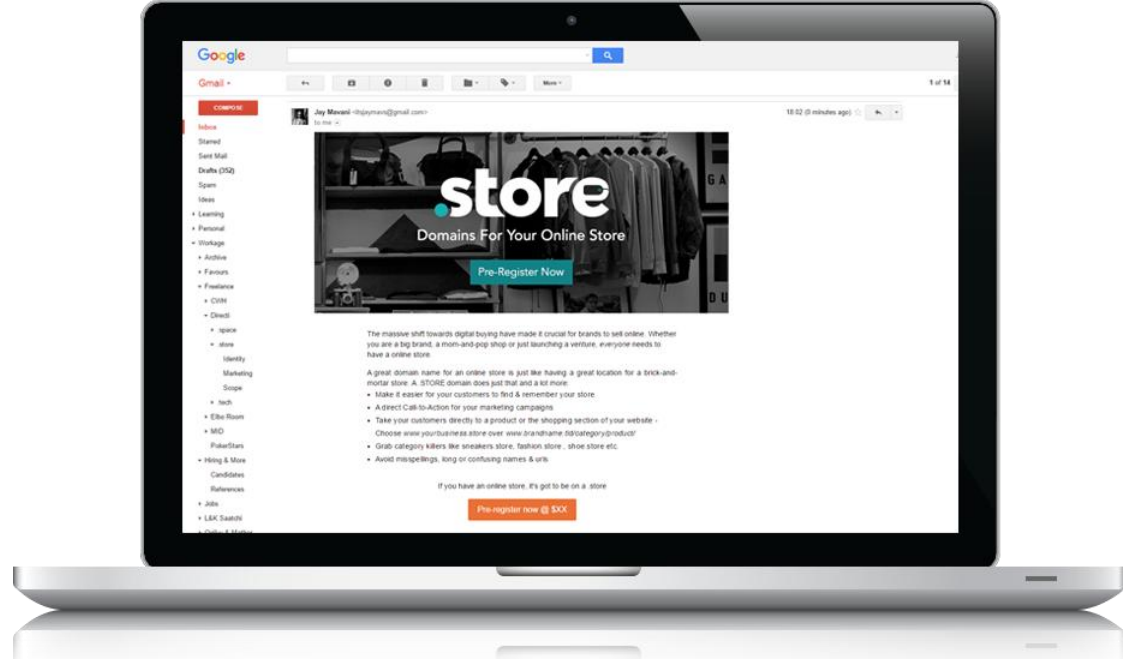
A great domain name for an online store is just like having a great location for a brick-and-mortar store. A .STORE domain does just that and a lot more:

- Make it easier for your customers to find & remember your store
- A direct Call-to-Action for your marketing campaigns
- Take your customers directly to a product or the shopping section of your website -
Choose www.yourbusiness.store over www.brandname.tld/category/product/
- Grab category killers like sneakers.store, fashion.store, shoe.store etc.
- Avoid misspellings, long or confusing names & urls

If you have an online store, it's got to be on a .store

[Pre-register now @ \\$XX](#)

[www.your.website](#)





Ready to download .store?

DOWNLOAD all Digital Assets

This includes everything you need to launch .store

- + Brand Identity (Logo, Colours, Fonts, etc.)**
- + Display Advertisements (300x250, 728x90 & more)**
- + Social Media Posts (Facebook, Twitter)**
- + Newsletter Samples (500 Words)**





 DOWNLOAD





 DOWNLOAD





 DOWNLOAD





 DOWNLOAD



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registrars@radix.email



www.nic.store



Open the door to .store

