

# .MOBILE

## Registrar Marketing Kit

### Quick Summary

**TLD:** .mobile

**Positioning:** A modern, mobile-first domain extension designed for life in motion - perfect for creators, startups, professionals, and forward-thinking brands.

**Launch Site:** [get.mobile](https://get.mobile)

**Support Contact:** [marketing@get.mobile](mailto:marketing@get.mobile)

### Target Audiences

- Creators & influencers
- Mobile-first businesses & startups
- Solo entrepreneurs & mobile professionals
- Telecom and mobile service providers
- Lifestyle brands and tech-forward companies
- Gen Z & digital-native consumers

### Key Messaging & Benefits

- **Built for Now:** Show you're mobile-native, connected, and future-ready
- **Always On:** A portable identity that works across platforms and devices
- **Credibility Signal:** Stand out instantly as mobile-first - ideal for professionals, startups, and creators
- **Portable & Flexible:** Works across platforms, tools, and devices
- **Trustworthy Signal:** Show you're mobile-native, modern, and connected

### Suggested Copy for Landing Pages

Headline: Put Your Name in Motion with a .mobile Domain

Body:



Your digital identity should move as fast as you do. Whether you're building a brand, scaling a side hustle, or creating content on the go, .mobile is your name in motion.

## Brand Assets Folder

Includes:

- Official .mobile logos (.SVG, .PNG)
- Icons, badges, and sample use cases
- 300x300 Launch Phase graphics (Sunrise, LRP, EAP, GA)
- Banner sets (static + animated)



Download Assets: <Dropbox / Google Drive / ZIP File Placeholder>

## Sample Social Copy

### Instagram Post:

📱 Your phone has a number. Now your brand has a name.  
Go mobile-first with a .mobile domain → <RegistrarURL>/mobile  
#dotmobile #mobilefirst #digitalidentity #domains

### X (Twitter) Post:

🚀 Life moves. So should your domain.  
Register your .mobile before it's gone: <RegistrarURL>/mobile  
#mobilefirst #domains #brandidentity

### LinkedIn (B2B):

Ready to go mobile-first?  
The future of digital identity is mobile.  
With .mobile, brands and professionals can build trust, flexibility, and reach - all in one place.  
[get.mobile](https://get.mobile)



## Recommended CTAs

- “Get Your .mobile Domain”
- “Search for Your .mobile Name”
- “Go Mobile-First with .mobile”
- “Put Your Name in Motion”

## Partnership Perks

- Streamlined access via Tucows/OpenSRS
- Co-branded campaign assets
- Early access updates and creative support
- Premium bundles available for Mobile LRP partners
- Ongoing marketing support & real-time updates