

elevate your identity



Apex and Primary Cooperative

Co-Marketing

www.identity.coop

tom@identity.coop

To build value in partnership.

We have common goals, to promote and support the cooperative community.

We would like to place a buy link to a local registrar landing page on your Apex website main page.

This will enable cooperatives in the area to easily get a local deal for the domain.

We will also help run promotional campaigns to help you be an Ambassador for the .coop domain.

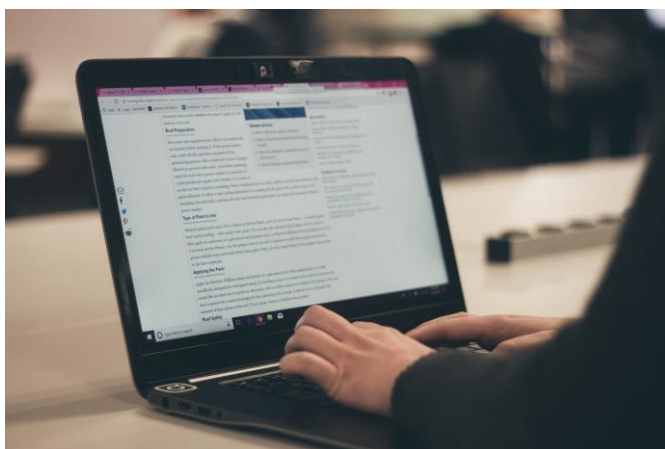
Which Cooperative Development Agencies in your region can we assist?



We can also run promotional campaigns for your members. With a promo code, we can offer selected deals and packages for those that are part of your Apex.

We can also extend this offer to Cooperative Development Agencies that you work with.

The bigger the community of members that are interested, the bigger the deal we can offer.



Additional Support

We run a Cooperative Stories program to build awareness of Case studies to raise the profile and identity of your co-op members.

We can create and promote these stories about your members.

We can provide webinars on building cooperative brand, technical assistance, and other virtual training in online cooperative business.

For any idea, opportunities or questions please contact tom@identity.coop



Why use a .coop domain name?

- Registering a domain name is the shortest path to building your cooperative brand and publicly signalling your commitment to the 7 cooperative principles.
- If you signal that you are part of .coop you are proudly displaying your commitment to the movement.
- All verified users receive entry into to the global Cooperative Directory where all .coop users are highlighted - <https://identity.coop/directory/>
- It is easier than ever to find cooperative businesses through the directory map.

You are immediately spotted as a cooperative when you use .coop

(This is cheaper and quicker than spending a lot of money optimising search results, or adding branding and messaging to convince people you are a cooperative.)

You need to highlight this distinction with the browsing public quickly, and hit them with that message online immediately.

When someone is scrolling through dozens of names you have seconds to capture their attention with the trusted image.

