.US Marketing

Statements & Copy

**We know that the hardest part of writing is that thought or idea. Please use our approved marketing copy to help you create the best possible campaigns for your .US domain sales and programs.**

**Quick Snippet**

.US is the web address of choice for anyone with a dream to chase, an idea to share, a cause to champion, or a business to promote. Whoever you are, wherever you come from, the .US community is the online place to share your story, think globally and connect locally.

**Elevator Pitch**

.US is the online destination of choice for anyone with a dream to chase, a business to promote, a cause to champion, or an event to celebrate. The United States was built on the spirit of innovation and inclusion. The .US community harnesses these ideals to make your dream – whatever it may be – a reality. It welcomes businesses based inside and outside the USA. It reflects values that customers, supporters, friends, and family hold dear. If it matters to you, it should end in .US.

**Landing Page Copy (short)**

It doesn’t matter who you are or where you’re from, a .US web address is the place to share your story online. Whether you’ve started a business, are building a family, or working to improve the world around you, when it matters to you, it should end in .US.

**Landing Page Copy (long)**

If you’re looking for a domain that is uniquely you, look no further than .US. It doesn’t matter who you are or where you come from, a .US web address is the place to share your story online. Whether you’ve started a business, are building a family, or are working to improve the world around you, .US is the community where you belong.

.US welcomes businesses based inside and outside the USA. Short and easy to remember, .US is the perfect domain to stand out online. Above all, it *stands* for something. Like the United States, the .US community was built on the ideals of innovation and inclusion. For anyone with a dream to chase, an idea to share, a cause to champion, or a business to promote, .US gives you a memorable and credible way to reach your audience. If it matters to you, it should end in .US.

Your story is unique. Your web address should be too.

**Key Benefits**

1. **.US is memorable –** .US is short, distinctive and easy to remember. Don’t settle for a web address you don’t love. .US has a wide range of names available that capture your idea, business, or cause.
2. **.US is unique** – .US helps you stand out from the crowd by giving you a web address that’s as unique as your brand.
3. **.US is about community –** .US is for small businesses, individuals and families, and civic groups and causes. It’s the opportunity to be part of a community that shares your values.
4. **.US is trustworthy** - .US inspires confidence, lends credibility and conveys an inherently high American standard of quality. Available not only to U.S.-based users, but also to any foreign entity with a bona fide presence in the United States.
5. **Connect Your Cause and Country** – Whether you’re advancing a worthy cause or promoting a civic group, a .US address reinforces your commitment to making your community and country stronger. Patriotism comes in all shapes and sizes. Showcase yours.
6. **Make “US” about You -** .US is an extension of YOU. It’s more than a web domain. It’s the country you trust, the community where you work, the family you’ve built and the relationships you’ve cultivated.

**Headlines**

**Small Businesses**

* The online domain for small business owners
* A place for small businesses on the internet
* If it matters to you, it should end with .US.
* It starts with you and ends in .US

**Global**

* A domain as memorable as your brand.
* The local destination for global brands
* Think globally. Connect locally.

**Civic**

* If it matters to you, it should end in .US
* Act locally. Think nationally.
* Your dream. Your country. Your domain.
* Made in America. Open to everyone.
* Connect Your Cause and Country
* Stand out in your community with a .US web address.

**Community**

* If it matters to you, it should end in .US
* Made in America. Committed to your cause.
* Connect Your Cause and Country
* Making a difference with your .US address
* Cause to champion? Put your trust in .US

**Facebook Posts**

**Small business**

Do you have a small business to promote? The .US online community was built on the same principles of innovation and ingenuity as your business. It reflects the core values that matter to you.

**Post text:** Your business is going places. Go with the domain that will help you get there. Reserve your .US web address today.

**Headline**: .US is open for business. Yours!

**Post text:** When it comes to picking a domain for your small business, it pays to be unique. Reserve your .US web address today.

**Headline**: A web address as unique as your brand.

**Post text:** Getting the domain name you want can be tricky. Don’t miss out. Claim your .US web address today.

**Headline**: The domain name choice for small business owners.

**Post text:** Your business can’t make an impression if nobody can find it. Reserve your .US web address today.

**Headline**: The standout domain name for small business owners.

**Global**

The .US community is the local web address of choice for global brands. If your business has a presence in the US, there is no better way to promote it than with a .US. web address. Growing globally starts locally.

**Post text**: Going global but want to connect locally? .US is the local web address for global brands. Reserve your .US web address today.

**Headline**: Think globally. Connect locally.

**Post text**: Grow globally with a web address that has genuine local appeal. Reserve your .US web address today.

**Headline**: Growing globally starts locally. Reserve your .US web address today.

**Civic**

.US is more than a web address. It’s the perfect way to connect your cause with your country and to set yourself apart from the crowd. The .US community is Made in America and open to everyone. It’s easy to remember because it embodies and reflects the same ideals as you. A .US web address is more than way a way to stand out. It’s a way to make a statement: There’s .US. and then there’s everybody else!

**Post text:** Whoever you are, wherever you come from, .US is here for you. Reserve your .US web address today.

**Headline:** Made in America. Open to everyone.

**Post text:** Building on .US allows your message to go national while keeping it local. Reserve your .US web address today.

**Headline:** Act locally. Think nationally. Set yourself apart.

**Post text:** Inspire change with a domain that’s as patriotic as your platform. Reserve your .US web address today.

**Headline:** Your dream. Your country. Your domain.

**Post text:** .US domains for U.S. candidates. What could be more American? Reserve your .US web address today.

**Headline:** Connect cause with country. Americanize your URL.

**Community**

Got a nonprofit to promote? The .US community is a place for nonprofits to get their message out and rally supporters. It’s the only domain that reflects your organization’s dedication to your community, country and cause. Nothing says we’re all in it together like a web domain that ends in .US.

**Post text:** Choose the web address that reflects your beliefs, values and commitment. Reserve your .US web address today.

**Headline:** If it matters to you, it should end in .US

**Post text:** Nothing says we’re all in it together like a web address that ends in .US. Reserve your .US web address today.

**Headline:** Connect Your Cause and Country

**Post text:** Whether you're advancing a worthy cause or promoting a non-profit group, a .US domain reinforces your commitment to make your community and country stronger.

**Headline:** Cause to champion? Put your trust in .US

**Post text**: Inspire change with a domain that’s as dedicated as your organization is. Reserve your .US web address today.

**Headline**: Made in America. Committed to your cause.

**Twitter Posts**

**Small business**

**Tweet**: When it comes to picking a domain for your small business, it pays to be unique. Choose a web address as unique as your brand. Choose .US. (138 characters)

**Tweet**: Your business can’t make an impression if nobody can find it. Stand out with a domain for small business owners. Choose .US. (124 characters)

**Corporate**

**Tweet:** Whatever the business, wherever it’s based, .US is the local destination for global brands. (91 characters)

**Tweet:** Be global, think local. Choose a .US web address for your American business. (76 Characters)

**Tweet:** A .US address means business, whether your business is located inside or outside the US. It’s a domain that’s as memorable as your brand. (137 characters)

**Civic**

**Tweet:** Your cause. Your country. Your domain. .US is made in America, open to everyone, and the perfect way to connect your cause and country. (136 characters)

**Tweet:** Nothing says we’re all in it together like a web address that ends in .US. Americanize your URL. (95 characters)

**Community**

**Tweet:** Got a cause to champion? Choose the web address that reflects your beliefs, values and commitment. (99 characters)

**Tweet:** You’ve chosen to take a stand. Now, choose a web address that stands for something, too. Choose .US! (100 characters)