



.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 made to serve individuals, organizations and businesses of all stripes. Instantly calling to mind a great nation and all the humanity that's teeming within it, when you get a .US domain, that journey starts with something extra —a sense of pride. It validates and energizes every endeavor that carries those two letters. You're starting strong when you've got .US behind you.

Elevator Pitch

At its core, .US is about the American dream and the diverse bunch of people who are chasing it. It's made to serve individuals, organizations and businesses of all stripes. Instantly calling to mind a great nation and all the humanity that's teeming within it, the .US domain is uniquely positioned to draw in starry-eyed dreamers and American enthusiasts alike.

The true greatness of .US lies in its inherent integrity and the powerful emotions it evokes.

Those who seek out the .US domain don't do so by accident. They're looking to get more out of a domain than just a web address. They want to stake their claim while affirming their accomplishments, celebrating their connections, and preserving the American spirit. Be it for a 60-year-old corner store in Des Moines or a wedding in Dallas, they're striving to do something big with a .US.

Landing Page Copy (short)

.US is made to serve individuals, organizations and businesses of all stripes. Whether you're a 60-year-old corner store in Des Moines or planning a wedding in Dallas, you're starting strong when you've got .US behind you.

Landing Page Copy (long)



If you're looking for a domain that is uniquely you, look no further than .US. Whether you're a 60-year-old corner store in Des Moines or planning a wedding in Dallas, build your American dream on a domain that feels like home.

.US welcomes businesses based inside and outside the USA. Short and easy to remember, .US is the perfect domain to stand out online. When you get a .US domain, that journey starts with something extra—a sense of pride. That can be a love of country, people, small business or all of the above. And that sense of pride is no small thing. It validates and energizes every endeavor that carries those two letters. You're starting strong when you've got .US behind you.

Key Benefits

1. **.US is memorable** – .US is short, distinctive and easy to remember. Don't settle for a domain you don't love. .US has a wide range of names available that capture your idea, business, or cause.
2. **.US stands out** – .US lets you shine by giving you a domain that's as unique as your voice, company or 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 domain showcases your commitment and pride.
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 you're in, the family you've built or whatever else you want it to be!

Headlines

Small Businesses

- A Truly American Domain
- A Domain That Feels Like Home
- Build Your American Dream
- It starts with you and ends in .US

Global

- Get Online with .US
- The local destination for global brands
- Think globally. Connect locally.



Civic

- If it matters to you, it should end in .US
- Build Your American Dream
- Your dream. Your country. Your domain.
- A Domain That Feels Like Home
- Connect Your Cause and Country
- A Truly American Domain

Community

- If it matters to you, it should end in .US
- A Domain That Feels Like Home
- Get Online with .US
- Cause to champion? Put your trust in .US

Facebook Posts

Small business

Do you have a small business to promote? .US is the perfect domain to stand out online. Whether you're a 60-year-old corner store in Des Moines or planning a wedding in Dallas, you're starting strong when you've got .US behind you.

Post text: You've got big plans. Accomplish them all with .US

CTA: Get your .US domain today.

Sub-head: *Follow your American dream.*

Post text: Chase your dream with .US — a truly American domain.

CTA: Land your .US domain today.

Sub-head: *Put down roots.*

Post text: Get a place online for your life's pursuit. Your .US domain awaits.

CTA: Find your domain today.

Sub-head: *Start with .US*

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. domain. Growing globally starts locally.

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

CTA: Get online with .US

Sub-head: *Think globally. Connect locally.*

Post text: Grow globally with a domain that has genuine local appeal.

CTA: Get online with .US

Sub-head: *The local destination for global brands*

Civic

When you get a .US domain, that journey starts with something extra —a sense of pride. It validates and energizes every endeavor that carries those two letters. Instantly calling to mind a great nation and all the humanity that's teeming within it. You're starting strong when you've got .US behind you.

Post text: Inspire change with a domain that's as patriotic as your platform.

Headline: Get Online with .US

Sub-head: *Build Your American Dream.*

Post text: .US domains for U.S. candidates. What could be more American?

Headline: Connect cause with country.

Sub-head: *A Domain That Feels Like Home.*

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 domain that ends in .US.

Post text: Choose the domain that reflects your beliefs, values and commitment.

CTA: Get online with .US

Sub-head: *Follow your American dream.*



Post text: Nothing says we're all in it together like a domain that ends in .US.

CTA: Land your .US domain today.

Sub-head: *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.

CTA: Find your domain today.

Sub-head: Put down roots.

Twitter Posts

Small business

Tweet: You've got big plans. Accomplish them all with .US. Build your American dream and get your .US domain today. (108 characters)

Tweet: Chase your dream with .US — a truly American domain. Put down roots and land your .US domain today. (100 characters)

Tweet: Get a place online for your life's pursuit. Your .US domain awaits. Start with .US. (84 characters)

Corporate

Tweet: Be global, think local. Choose a .US domain for your American business. Get online with .US (92 Characters)

Tweet: A .US domain means business, whether your business is located inside or outside the US. It starts with you, and ends in .US (122 characters)

Civic

Tweet: Inspire change with a domain that's as patriotic as your platform. Land your .US domain today. (95 characters)

Tweet: Nothing says we're all in it together like a domain that ends in .US. Find your domain today. (94 characters)



Community

Tweet: Got a cause to champion? Choose the domain that reflects your beliefs, values and commitment. Land your .US domain today. (122 characters)

Tweet: You've chosen to take a stand. Now, choose a web address that stands for something, too. Choose .US! (101 characters)