



## **Sample E-mail Messages for Internationalized Domain Name Sales**

**November 2002**

**Version 1.0**

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# Sample E-mail Messages for Internationalized Domain Name Sales

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## Introduction

Direct response e-mails can be an effective sales tool for Internationalized Domain Names (IDN). To assist registrars and their resellers, VeriSign® Global Registry Services (GRS) has developed some sample e-mail messages for your use in IDN sales campaigns. Each has placeholders for information that should be customized for your situation, including special offers or discounts you want to include. Feel free to modify the text for your own purposes.

The sample e-mail messages have been created for two slightly different audiences:

1. **Across languages:** Companies with global interests who want to enable their customers in different markets to easily navigate to their Web site (e.g., American company with presence in Korea).
2. **Home language:** Companies who want to enable their customers in their home or local market to easily navigate to their Web site (e.g., Japanese company targeting Japanese customers).

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## 1A: Across languages

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Subject: Reach more customers: Get a domain name in virtually any language

Dear <Recipient name>,

Did you know that you can now register and use domain names in more than 350 languages? That's right, from Chinese to Russian, Greek to Japanese, domain names have gone multilingual!

Domain names can now be registered in local language characters, for example: <IDN.com> or <IDN.net>. You can create a domain name using virtually any combination of characters, numbers or symbols. These multilingual domain names are a great way for you to reach your customers – in a language they understand.

Multilingual domain names:

- Reach your customers in their preferred language
- Eliminate confusion from translating or phonetically writing your name
- Extend and protect your online brand identity
- Ensure a consistent brand experience
- Reflect your pride and respect for the local language and culture
- Are easy to remember and easy to use

So, why wait? Register your own multilingual domain name today! [Visit us online](#) <Registrar/Reseller's URL> <Be sure to use an IDN!> or call 123-456-7890 today.

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Sincerely,  
<Registrar/Reseller name>

P.S. Hurry! Register your chosen domain name in virtually any language...before someone else does.

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## 1B: Across languages

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Subject: Your Customers Can't Find You!

Are you doing all you can to succeed in international <or insert specific market> markets? Can your customers find your English language Web site, using English language domains names? They don't have to!

Multilingual domain names are written in local language characters but resolve in the same exact way as your current domain name – to your Web site. They are easy for your international customers to read, type, and remember. They are an easy and effective way to boost traffic to your Web presence.

<INSERT EITHER A CUSTOMER TESTIMONIAL OR SPECIAL PROMOTIONAL OFFER. Or run a test to see which has better results.>

And just as importantly, they can protect your brand identity in that market. Don't let another company register your brand in <specific language>! Register today – before your competitor does.

Protect your identity, and give your international <or insert specific market> customers a better experience in their own language. Now that's an easy decision to make, isn't it? Visit <Registrar/Reseller's URL> <Be sure to use an IDN> and register today. Or e-mail us at <Registrar/Reseller's e-mail address>.

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## 2A: Home language

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Subject: Subject: Reach more customers: Get a domain name in <specific language>

Dear <Recipient name>,

Did you know that you can register and use domain names in <specific language>? That's right, from <specific language> to Russian, Greek to Japanese, domain names have gone multilingual!

Domain names can now be registered in <specific language characters or alphabet>, for example <IDN.com> or <IDN.net>. You can create a domain name using virtually any combination of characters, numbers or symbols. The <specific language> domain names are a great way for you to reach your customers – in a language they understand.

<Specific language> domain names:

- Reach your customers in their preferred language

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- Eliminate confusion from translating or phonetically writing your name
  - Extend and protect your online brand identity
  - Ensure a consistent brand experience
  - Reflect your pride and respect for the local language and culture
  - Are easy to remember and easy to use

So, why wait? Register your own <specific language> domain name today! [Visit us online](#) <Registrar/Reseller's URL> <Be sure to use an IDN> or call 123-456-7890 today.

Sincerely,  
<Registrar/Reseller name>

P.S. Hurry! Register your chosen domain name in <specific language>...before someone else does.

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## **2B: Home language**

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Subject: Are You Losing Business Due To The English Internet?

Can your non-English <or insert specific language> speaking customers easily find your company's Web site? Give them a domain name in the language they grew up speaking!

Multilingual domains names are written in <specific language characters or alphabet> and resolve to your Web site. They are easy for your customers to read, to type, to remember, and to use. With no confusion from translating your name and logo into a foreign language.

<INSERT EITHER A CUSTOMER TESTIMONIAL OR SPECIAL PROMOTIONAL OFFER. Or run a test to see which has better results.>

Register your company name and brands today – just like the original .com, names are being snapped up quickly. Don't miss out. Visit <Registrar/Reseller's URL> <Be sure to use an IDN> or call 123-456-7890.