



BUSINESS GUIDE



Sample Email Messages for Internationalized Domain Name Sales



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Introduction

Direct response email can be an effective sales tool for Internationalized Domain Names (IDNs). To assist registrars and their resellers, VeriSign has developed the following sample email messages for your use in IDN sales campaigns. Each message has placeholders (e.g., <placeholder>) to indicate information that should be customized to your situation. You can even include special offers or discounts. Feel free to modify the text for your own purposes.

The sample email messages have been created to address two different audiences:

- **Across languages**—Companies with global interests that want to enable their customers in different markets to easily navigate to their Web site (e.g., a U.S. company with a presence in Korea).
- **Home language**—Companies that want to enable customers in their home or local market to easily navigate to their Web site (e.g., a Japanese company targeting Japanese customers).



Across Languages—Example 1A

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!

With Internationalized Domain Names (IDNs), you can register domain names in virtually any combination of characters, numbers, or symbols. For example, you can use local language characters to create the domain name <IDN.com> or <IDN.net>. These multilingual domain names are a great way for you to reach your customers—in a language they understand.

IDNs give you the following advantages:

- Reach customers in their preferred language
- Eliminate confusion caused by translating or phonetically spelling 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 IDN today! Visit us online at <Registrar/Reseller 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 virtually any language...before someone else does.

Across Languages—Example 1B

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 domain names? They don't have to!

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

<Insert either a customer testimonial or promotional offer here. Or run a test to see which approach produces better results.>

Just as important, multilingual domain names can protect your brand identity in a particular 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. Visit us online at <Registrar/Reseller URL (Be sure to use an IDN.)> and register today. Or email us at <Registrar/Reseller email address>.

Home Language—Example 2A

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

<Specific language> domain names give you the following advantages:

- Reach customers in their preferred language
- Eliminate confusion caused by translating or phonetically spelling 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 at <Registrar/Reseller 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.

Home Language—Example 2B

Subject: Are English-language domain names costing you business?

Can your non-English <or insert specific language> speaking customers easily find your company's Web site? Give them a domain name in their native language! Multilingual or internationalized domains names are written in <specific language characters or alphabet> and resolve to your Web site. They are easy for your customers to read, type, remember, and use. And they avoid the confusion caused by translating your name and logo into a foreign language.

<Insert either a customer testimonial or promotional offer here. Or run a test to see which approach produces better results.>

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

Visit us at www.Verisign.com for more information.