



# MARKETING MESSAGING

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

## LANDING PAGE COPY | **SHORT VERSION**

*Please use our copy in total or mix and match to create your ideal .CO landing page!*

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### **Opportunity is presenting itself.**

.CO is the domain for innovators, entrepreneurs, startups, and creators growing their extraordinary ideas online. It's a space for inspiration, innovation, taking risks, hustling hard and turning ideas into reality.

It's time to join the growing .COmmunity.

Why go .CO?

#### **SHORT**

Your domain name shouldn't need a TL;DR. It should say what it does and do what it says. A .CO domain keeps things short and sweet.

#### **SEO-FRIENDLY**

.CO is recognized and remembered by people worldwide—but that's not all. The major search engines also recognize .CO as a leading domain for SEO purposes.

#### **MEMORABLE**

Your brand wasn't built to blend in – so don't let it. A .CO domain is as unique and memorable as your one-of-a-kind idea.

#### **GLOBAL**

We have the experience and the support to give you a community atmosphere with global recognition. With an extensive network of innovators, people in countries all over the world call .CO home.

## LANDING PAGE COPY | **LONG VERSION**

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You have an idea, product, service or company that needs support and worldwide recognition. .CO has the tools to help you get online the way you want to.

Globally recognized as "company" or "corporation," .CO has been helping businesses stand out and expand their reach for four years. It's time to take control of your future.

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### **SEO-FRIENDLY**

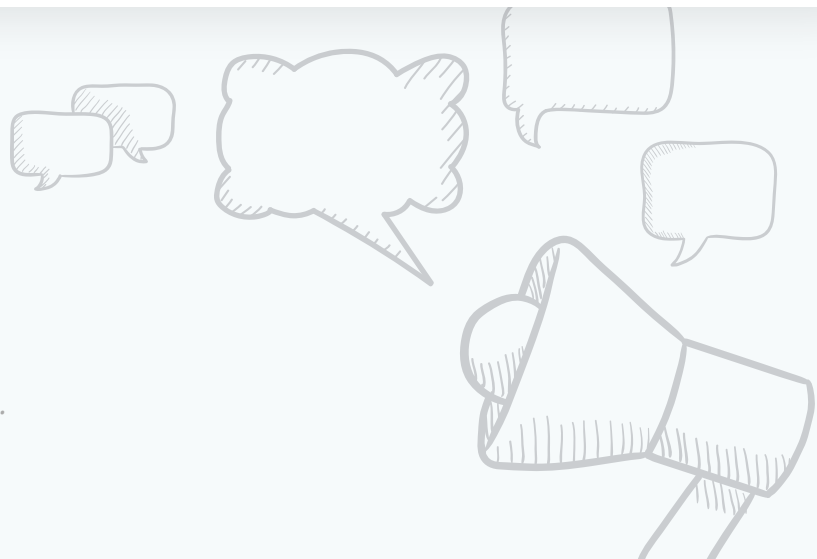
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# MARKETING HEADLINES

Make your .CO search results and landing pages shine or give your newsletters a little lift with a fun headline.

.CO - It's where big ideas  
belong on the web

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.CO – Take your idea global  
with a short, memorable domain

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Your Brand wasn't Built to Blend In  
- Stand out with a .CO Domain -

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Startup, Scale up, and Stand Out  
with a .CO Domain

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Grow your Big Idea Online  
with .CO

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Today's Idea is Tomorrow's Startup  
- Launch yours on a .CO Domain -



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# NEWSLETTER STARTERS

Whether you sell direct to consumers or want to give your resellers another amazing reason to sell .CO, we've got a few options for you.

## RETAIL CUSTOMERS | SHORT VERSIONS

### **Opportunity is presenting itself.**

Innovators, small businesses and big brands from all over the world have already claimed their domains. With .CO, you don't just get a domain name, you join a community of innovators and entrepreneurs just like you. It's time to join the growing .COmmunity.

### **Opportunity is presenting itself.**

From startups and small businesses to big brands all over the world, .CO is the domain of choice for opportunity, innovation and creativity. With .CO, you don't just get a domain name, you join a community of innovators and entrepreneurs just like you. It's time to join the growing .COmmunity.

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## RESELLERS | **SHORT VERSION**

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### **The .CO community is growing fast.**

Join the movement by adding an offer or product detail to your next newsletter. Whether you are selling directly to the movers and shakers or to the resellers who are, .CO has a number of amazing options.

## RESELLERS | **LONG VERSION**

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### **The .CO community is growing fast with users in almost every country around the globe.**

Give your customers a first-rate domain that is short, memorable and SEO-friendly by adding an offer or product detail to your next newsletter. Whether you are selling directly to the movers and shakers or to the resellers who are, .CO has a number of amazing options.



THANK YOU  
for being a part of our community.



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