

# 10 WAYS TO USE DOMAIN NAMES TO ENHANCE YOUR BRAND

Domain names are ubiquitous; you interact with hundreds every day. Are you thinking about your domain name, and what it says about you? Should you be considering a new name? What about different domains for different aspects of your business? Use these tips in inventive ways to enhance your brand's presence using domain names.



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## “Call to Action” Domain Names



Domain names are the ultimate call to action. As marketers, we love calls to action. A memorable domain name works in every medium, even in radio or a podcast. By using action-oriented words in a domain name, you can entice your audience to visit your desired landing page or microsite. However, we can't always put buttons on print materials, billboards and business cards. Action-oriented, easy to remember words in your domain name will encourage an audience to visit your site even when they see or hear it in a non-digital medium.

Ex: [www.BuildAGreen.WORLD](http://www.BuildAGreen.WORLD), [www.GiveTo.NYC](http://www.GiveTo.NYC), [www.Visit.BRUSSELS](http://www.Visit.BRUSSELS)

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## Deep Linking

Part of enhancing users' experience on your website, especially on mobile, is making it easy for them to find your content. By using the domain .news, BBC and Apple have made it easier for users to find the latest news simply by typing their company name .NEWS. Meaningful domain extensions can be perfect for logical deep linking, making great shortcuts to specific parts of your website.

Ex: [www.BBC.NEWS](http://www.BBC.NEWS), <http://Apple.NEWS>, [www.Wendys.JOBS](http://www.Wendys.JOBS)



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## Domain “Hacks”



A domain hack uses a domain extension to help shorten your domain by leveraging the letters to the left and right of the dot to form a word. A good domain hack should be memorable and precise – cleverly using domain extensions such as .CO, .LY, .AM etc. can work well.

Ex: [www.Ta.CO](http://www.Ta.CO), [www.GeneralAssemb.LY](http://www.GeneralAssemb.LY), [www.Infogr.AM](http://www.Infogr.AM)

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## Ride the Celebrity Wave

Celebrities are the ultimate trend-setters, and many have begun to use new domain extensions to promote their personal brands and initiatives. Lady Gaga uses the .FOUNDATION domain extension for her "Born this way" foundation, and Demi Lovato shows love to fans with her official fan site using a .CLUB extension.

Ex: [www.BornThisWay.FOUNDATION](http://www.BornThisWay.FOUNDATION), [www.Lovato.CLUB](http://www.Lovato.CLUB)



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## Build a Marketing Campaign Around a Unique Domain Name



If you want users to interact with your brand's campaign, having a clever and unique domain name is a great way to bring them directly to your desired content. Directing users to a memorable domain name tied to a marketing or advertising campaign gets them interacting with your campaign specific content right away.

Brands such as GoDaddy, Coke and McDonald's have used clever domains with meaning for specific campaigns and promotions (ex: [www.GatoChapeau.com](http://www.GatoChapeau.com), [www.Coca-Cola.fm](http://www.Coca-Cola.fm), and [www.BigMac.rock.s](http://www.BigMac.rock.s).)

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## Brand-Owned Domain Extensions

Some brands have chosen to operate their own domain extensions in order to streamline the customer experience of navigating their site and put their brand front and center in their domain names. Some brands that have done this include: [www.Global.Canon](http://www.Global.Canon), [www.Home.Barclays](http://www.Home.Barclays) and others such as .BMW and .NIKE are coming soon.



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*"The launch of the .barclays and .barclaycard domain names creates a simplified online user experience, making it crystal clear to our customers that they are engaging with a genuine Barclays site."*

Troels Oerting, Barclays Group Chief Information Security Officer

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## Express Your Message with a Concise, Memorable Domain Name

The expanded choice of meaningful domain extensions allows businesses, brands and individuals to include keywords in their domain name and at the same time use a meaningful expression to the right of the dot for a cohesive message across the dot. Edward Snowden garnered attention for the creativity of his domain name [www.Freedom.Press](http://www.Freedom.Press), while others like [www.AKind.place](http://www.AKind.place) are short, concise and memorable.



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## Show Your Local Pride

With more and more location based domain names now available, it has become easier for businesses and brands to show local pride and plug into their communities.

Ex: [www.Live.MELBOURNE](http://www.Live.MELBOURNE), [www.OwnIt.NYC](http://www.OwnIt.NYC), [www.Supper.LONDON](http://www.Supper.LONDON)



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## Social Media Profile Linking

Links to social media profiles can be long and awkward, and focus more on the platform itself, rather than you and your brand. Choose a memorable domain name and have it redirect to your social media profiles so customers can easily find you. Plus now you will be the master of that domain and you can redirect them to a new site in the future.

Ex: [www.Lyft.LIVE](http://www.Lyft.LIVE), [www.Lamborghini.SOCIAL](http://www.Lamborghini.SOCIAL), [www.Zlatan.FOOTBALL](http://www.Zlatan.FOOTBALL)



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## Meaningful and memorable domain names positively impact your email address.

Your email address is often the first point of interaction you will have with many people. Make a strong impression by having an email address that says something about you or your company.

Ex: [Michelle@YourNeighborhood.REALTOR](mailto:Michelle@YourNeighborhood.REALTOR), [Bookings@JohnSmith.PHOTOGRAPHY](mailto:Bookings@JohnSmith.PHOTOGRAPHY)

