

DOES SPAM WORK?

WHAT IS SPAM?

Simply put, spam is an unsolicited email message, usually containing unwanted marketing messages and distributed by untraceable organisations and individuals.

WHY DO PEOPLE HATE SPAM?

People hate spam because:

- It wastes their money and it wastes their time
- It clogs up their email and takes too long to download
- The material in them is often offensive, perhaps pornographic in nature
- You can't unsubscribe
- You can't respond to the sender
- They often launch windows in your browser
- They can leave unwanted and perhaps illegal files on your computer
- They can carry viruses and trojans

Companies hate spam because:

- It costs them money in bandwidth when it is downloaded
- It offends staff members
- It takes up disk space
- It wastes people's time
- A company can be held responsible for exposing individuals to pornographic material
- They have to invest in technology and manpower to manage the associated problems

WORKING THE ODDS

If you have ever heard anyone argue in favour of conducting a Spam campaign on behalf of their company you will probably hear something along these lines. If we email 5 million email addresses and if we get 0.01% return we will have made 500 sales. This gives us \$X profit and everyone is happy.

That would be great except that the likelihood of your emails being read by a person are already very low, perhaps as low as one in one hundred. Don't forget that people are now protecting themselves from spam using filters that operate either on their machines, or at the ISP and Internet level. So perhaps, of the original 5 million emails only 50,000 get past a spam filter.

If you add in other factors such as out of date email addresses, reaching a user of the wrong gender, or reaching a user that does not need your product and service right now,

or reaching a user who did everything in their power not to receive the spam message but did anyway, your odds are looking really very poor.

WHAT HAPPENS WHEN YOU SEND SPAM?

Let's assume that your spam message gets through to an individual and they take the time to take a closer look. If the message is returnable to an individual we guarantee that you will be shocked by the replies you get. They are mostly abusive and use very bad language, and you have to ask yourself why you would want to illicit that sort of response from a potential customer

In our experience of managing thousands of email services for companies we can categorically state that none of those companies has ever held a successful spam campaign using their own email addresses.

CONCLUSION

Spam may have worked once upon a time, and even when it did work it only worked for those organisations that felt comfortable operating on the outer limits of business etiquette. If you value your business, your customers and potential customers you will steer clear of spam.

Personalised email messages to people that have demonstrated a genuine interest in your company or your products and services will benefit your business significantly. To find out more about this topic please refer to the resource [Personalising Bulk Email](#).