

# Tips for Using FAXability Broadcast

FAXability Broadcast enables businesses to strengthen relationships with customers and prospects through personalized, targeted and responsible broadcasting – whether you're sending email messages or fax campaigns. Based on our experience, we've put together a few helpful tips for consideration when setting up and sending your campaigns.

Be sure to familiarize yourself with the FCC's faxing requirements located at <http://www.fcc.gov> prior to broadcasting. On August 18, 2003 the FCC extended the effective date of rules requiring written consent before sending advertising faxes to January 1, 2005.

- **Consent**

Getting consent is an essential first step when it comes to building relationships. Unless your email or fax communication with prospects and customers is requested, it runs the risk of generating significantly lower response rates -- and even annoying your target audience. Ensuring your campaigns are requested is becoming more important as the number of emails and fax continues to rise.

You may accomplish this by providing incentives for submitting email addresses and fax numbers – for example, notices of special promotions and discounts. No matter where you ask for an opt-in (your web site, invoices, sign-up forms, product registration cards, call/support center), your opt-in rate will improve whenever you clearly state the benefits of opting in. Also, be sure to publish what your privacy policy is so recipients can be rest assured you will not be selling their information to other organizations.

- **Avoid Over-Communication**

Inundate your lists with too much communication and the likelihood of an increased opt-out rate increases.

- **Enable an Easy Unsubscribe**

Be sure to offer recipients a hassle-free and easy-to-maintain "opt-out" or "unsubscribe" option so you can keep your database up-to-date with current, interested prospects.

For email campaigns we recommend creating an unsubscribe link that is displayed at the bottom of your email that allows users to remove themselves from future broadcasts. For example, an unsubscribe link might say, "{firstname}, to unsubscribe from this email message, click on the following link: [www.yourdomain.com/unsubscribe](http://www.yourdomain.com/unsubscribe) On this page would be an option for users to enter their email address to be removed. In fact, you could design a web form such that the data (email addresses) is written to a database that is auto-updated and which FAXability Broadcast automatically checks prior to every broadcast.

For fax campaigns we recommend including a note at the bottom of your cover page or fax document that offers users a toll-free number to be removed. Our optional voice server module lets prospects call a phone number you have set-up. Fax numbers are stored in an ODBC-compatible file to be automatically added to your "Do Not Fax" list.

- **Personalize Your Campaigns**

The most effective campaign is highly personalized and one that provides relevant information. Using first names, and including personal information are ways to make your broadcasts more successful and increase your response rate. We recommend you use your customer profile data to ensure that each campaign delivers personalized information that individuals or business actually want.

- ***Be Timely***

Don't let lapses in prospect marketing and customer service cost you business. With the competition only a click or phone call away these days, be proactive when a customer or prospect expresses interest.

- ***Schedule Broadcasts with Your Recipient's in Mind***

If your fax list contains home fax numbers, then you will want to block broadcasting during off-peak hours such as from 8 pm – 7 am. FAXability Broadcast has a sophisticated schedule menu allowing you to send a fax or email broadcast immediately, or schedule it to start at a later date and time. You can also graphically select times where broadcasting should be allowed and not allowed. You may also set the hours of the day this broadcast will be active or select the hours of the day when you DO NOT want the broadcast to go out. The server will auto-pause during the "blocked" time and auto-resume at the specified hour. This is useful if you wish to send your broadcasts only during daytime hours.

- ***Maintain a "Block List" of Recipients***

Be sure to keep a list of users that have requested to be removed from your campaigns and frequently update this list. This ensures your database stays clean with current, interested prospects.

- ***Captivate Your Audience***

Ask yourself: "How can I make it nearly impossible to avoid reading and responding to this email or fax?" This question applies to many elements of your broadcast. If you're doing an email broadcast put some thought into the subject line, the written copy, the visual content, the offer, and the call to action. For a fax campaign, design your piece so that it gets your recipients attention. Taking time with each of these elements will result in a higher response rate.

## **Summary**

Many organizations use FAXability Broadcast for customer retention and loyalty programs as they recognize the importance of building and maintaining one-on-one relationships as a business imperative. FAXability Broadcast offers a highly effective and efficient mechanism to strengthen these relationships via personalized, targeted and responsible broadcasting.

