



# Copywriting

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## The worst possible kind of spam!

There's a lot of spam about at the moment.

This time around, in an effort to fox spam filters, spammers are using strings of random letters, each complete with an accent or special symbol above it.

The sender's name might be **eeaaaaakjfdbv**, for example. And the message subject might be **ooooaaaaaiiuu**.

Aren't they missing a blindingly obvious, fundamental point? OK, so they've circumvented my spam filter and sneaked into my inbox. But surely nobody with an ounce of sense opens emails that are this blatantly dodgy?

Even though spamming millions of people at a time is cheap, fast and easy, it defeats the object if nobody opens your messages. Or am I missing a trick?

I can only assume they're doing their sums. There must be a point where it becomes un-economic to send spam. It'd be interesting to know the cut off point.

In the olden days you could depend on 0.3% response to a direct marketing campaign. Which usually worked out nicely as long as you didn't spend a fortune on print and

production.

Spam, with its extremely low costs and efficient distribution channels, must have a much, much lower unit cost.

Perhaps spammers are subsisting on one converted response per million, who knows?

The most stupid, ill informed, wasteful and toxic marketing I've come across in twenty years. And that's saying something!

*Kate*

## Last Month

During September '09 I helped businesses with:

- **blog posts - various industries**
- **keyword rich website pages - holidays, gifts, facilities management**
- **newsletter: heavy engineering**
- **press releases - HR & financial services**
- **articles - various industries**
- **website content - design agency**
- **email marketing campaign - creative agency**

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