

**ANTI-SPAM LEGISLATION ABOUT TO BECOME LAW
NUMBER 27, CONTROLLING BUSINESS.
SALES & MARKETING**

Under consideration by Parliamentary Committee at the moment is another law to control the Sales & Marketing activities of businesses, the Un-solicited Email Act also known as the Anti-Spam Act is proposed to come into Law in 2006 and currently interested parties are submitting their thoughts.

Before everybody who is tired of un-solicited un-personalised junk mail coming through the email box screams and yells, take a moment to consider the true use of emails and the internet is just another media, just like television, radio, newspapers, outdoor signage, direct marketing, and every day the consumer or business decision maker makes decisions on whether they want to take notice of the advertisements or promotional offers that are contained across a wide multitude of these above medias.

In the 1970's when Direct Marketing or Direct Mail was first introduced there was a similar cry of anguish from people who feared getting too much mail through their letter box and yet we have grown to accept that the personalized mail, and this can be easily separated from the letter box junk mail and ultimately the consuming decision maker has the power as to whether they want to do business with an organization that sends un-solicited junk mail to its customers.

Yes the emotive email answer is that it was personal and it came to my personal email box, isn't opening up a magazine that you personally purchased with your own hard won money just as personal. Particularly these days as if you subscribe to a magazine you can even have your name printed on the cover and it can even have personal choices within that magazine which will probably be 60% advertising content and only 40% articles and news.

Internationally anti-spam acts follow 2 choices, there is United Kingdom and Australia an Anti-spam Act that requires businesses to ask for permission from their clients on their database before sending them the regular monthly newsletter or any form of promotional email, the end result of this has been a dramatic fall off in the effectiveness of communicating to customers via email and any enews, because customers are being asked to many times do you want to be taken off this database.

The alternative is an American Anti-spam legislation which allows anybody receiving an un-solicited email to report the email address to the local authority

who then seeks to prosecute the so called spammer that is if they can find them, and be able to get them to pay.

The end result is you can not find the people who are spammers, and you have a total waste of legislation because it doesn't slow down the amount of un-solicited emails going out.

So if you consider the overseas experience neither concepts work, and if we add in one further a current state of technology allows you to rent in China a fast processing server and a temporary website name by the hour and you can send between 11,000 and 20,000 emails out from your temporary web base, which generally allows you to significantly cover large databases before the Mail Marshalls, and the ISP watchdog software has even noticed that several hundred thousand emails have gone out.

The opportunity to catch the professional spamming organizations is therefore virtually nil as they will have gone into hiding until their next venture.

If we also add in the fact that most email hosting suppliers known as ISP's have pretty good email blocking software these days and the latest Norton Anti Virus or Mail Marshall is specifically designed to cut out a lot of this unwarranted junk mail.

So you may ask why would businesses allow another piece of legislation to join the already 26 Acts just covering Sales & Marketing, this includes everything from the Fair Trading Act to the Flags & Emblems Act and Secret Commissions Act and make it just another control on how you run your business.

Remember the most important reason for running a business is to satisfy a customers needs and wants hopefully at a profit, you won't do that if you annoy your customers and they take a decision to boycott your products or services because of the kind of communication advertising that you do.

Today is the age of personalization, and that means that you send letters addressed to a name, you send emails addressed to a name and you send enews letters addressed to name and we try as much as possible to personalize our communication messages to our customers.

Good business owners, managers, marketing managers, sales managers don't get involved in un-personalised spamming.

But the question we must always ask is why do Governments need to put into legislation activities that will hamper business and add nothing to the value of customer interaction.

There is an opportunity at the moment to make your views known to the Parliamentary Select Committee on the Un-solicited Email Communications Act as well as your local MP.

Remember if you do nothing the 27th Anti Business Law will come into effect.

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