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Faxaway® Offers

Broadcast Fax Solution

Marketers Seek Direct Mail Alternatives

By Todd Richfield, Senior Marketing Correspondent

Now that our culture includes “suspicious envelopes”, and postal rates are about to be raised again, we need to be evaluating alternatives for direct response marketers. One solution is broadcast fax, which can broadcast customized messages to thousands of machines at once. While fancy, programmable fax machines have been around for decades, they are still priced in the stratosphere – the Internet has solutions that cost no more than an internet connection.

The easiest of the on-line fax services is Faxaway, which allows the user manage the whole process right from the desktop. Faxaway uses email, and converts the document and attachments to a standard fax format before sending through their telephone lines from Seattle. (Faxaway is a division of International Telcom Ltd, best known for its pioneering discount international long-distance service, Kallback.) The system is fairly straightforward, using the fax number as part of the email address, 12345678910@faxaway.com.

There are two ways to send a broadcast fax with Faxaway, either by including multiple fax numbers in the “to” section, or maintaining a list on their servers. The first would be more appropriate for short lists or impromptu messages, for example, directions to a dinner party. The second is perfect for longer lists, and can be used with “mail merge” functions for personalized communications.

According to Li Chiang, an owner of New York’s Hunan Hut chain of Chinese restaurants, they use it every day for special menus, and to promote their free delivery service. “All it takes is a few minutes in the morning, and we can reach several hundred nearby businesses without tying up our time or our telephone lines,” he noted.

Faxaway has a variety of methods to customize the service, including the ability to adopt your company letterhead, and even include a signature. Faxes can be sent with or without cover pages, and can include a wide range of attachments comprising most common file formats, although for most people handling MS Word documents will be enough.

Direct mail has been a useful tool for marketers over the past thirty years, but the time has come to start exploring alternatives. Broadcast fax has many applications that could help fill the void, and Faxaway is a good place to start. It will provide you all of the benefits of a fax machine costing several thousand dollars with no up-front cost.

Next week: Toll-Free numbers