

Landing site - faxbroadcasting



Topic: Landing Site- Faxbroadcasting So you are looking for a cheap and efficient fax broadcasting site. You have landed on the right site for fax broadcasting. It provides you a cost saving yet fast way of broadcasting your fax. You just need to spend \$0. 012 per page for each fax. Isn't it sounds great? The probability of reading messages sent through faxes is higher than the probability of reading messages sent through mails. It is generally found that we are two to four times more likely to read a fax than any direct mail. In fact, we have to read faxes. You definitely know from your own experiences that people have a tendency to throw direct mail in waste basket very often without having a quick glance on the contents. But this kind of incident can not happen to a fax. Hence, the rate of response to fax is much greater than the response rate to direct mail. Due to the low cost of fax and higher response rate fax is becoming more and more popular. (INFAX, 2010; FAXMAILBROADCASTING, 2010; BROADFX, 2010). You just need to spend a fraction of money that you require to purchase a postage stamp. You will save your time as well as cost by sending your message through fax. Fax broadcasting also provides you higher return on your invested money. (FAXMAILBROADCASTING, 2010) IF you are running a business, they it is essential for you to build strong connection with your partners, customers, suppliers, etc. If you want to build an inexpensive, fast and effective communication with your clients or other people, fax broadcasting service will come to your great help. (ACCELERO Communications, 2010) You can also use fax broadcasting as an effective marketing tool of your products or services. As faxes can not get unnoticed by the recipients, your promotional messages will surely be noticed by your targeted customers. Since response rate is higher to fax, then it can be

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expected that marketing through fax broadcasting will bring you great response at very low cost. It is one of the cheapest ways of marketing.

(INFAX, 2010) References: 1. INFAX. (2010). Business Vision. Retrieved from <http://www.infax.ca/en/vision.html> on 3rd February, 2010. 2.

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