

Advertising Landscape Changes With FTC Focus

By Bobbette Madonna

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I'm so cool today I even love my enemies - well, almost. While deleting my poor unsubscribers I get more subscribers from my co-ops to put into my mailer so I can send them welcome letters. I do this every day. I watch who's coming and going, like my family who come and visit and then leave for home. I have come to recognize lots of the same people who are buying ads at co-ops to get in the ezines and then in a couple weeks they unsubscribe.

Now, it doesn't take a genius to know they ARE NOT reading LOGON or a lot of other ezines. I emailed one of these ad wizards and ask them if they read the ezines. I pretended I was someone who didn't want to read ezines but wanted my ad in them.

BINGO. She said - "you've got to be kidding. I don't read any of them. I filter them to the trash". - I asked how she knew her ad would be published. She said - "oh, those publishers will, cause they make promises with the co-ops. I don't worry about a few who might not. It's a good deal!"

Hummm, how dumb are we? I won't tell who that woman is because most in the business know her.

So, this rule is changing. I had my friend create a little script and I can now tell how many times a person comes to me from a co-op and how many times they have subscribed and unsubscribed. Three times and that's it. I write a letter to the co-op and tell them I will not publish their ad any longer and why. I also email these people and tell them not to choose the 'group' with LOGON in it because I will not be publishing their ad and I tell them why. Most understand, some send nasty letters. That's change ONE!

Since the FTC Watchdogs are now on our doorsteps I have created

another change, effective last week. We will no longer accept any ad - free or paid - that does not adhere to the FTC guidelines and my common sense. The co-ops are going to have to watch the ads sent to publishers now or lots of their ad buyers won't get published and those buyers won't like that. Read the rules here: <http://www.keytlaw.com/FTC/Rules/ftc000900.htm>

I will offer to help rewrite the first ad for a co-op advertiser and after that I will charge a small fee - just like the newspapers do. The fact that we are getting a free subscriber for publishing their co-op bought ad isn't as exciting as it used to be because of all the new FTC rules coming into focus.

So, everyone must learn to change and grow.

I run an Ad Agency. I sell advertising. I am not a co-op. There is a difference. If you are interested in what that difference is, email me. I notice some co-op owners offering to send an ad to 300,000 or 400,000 or even a million for a small fee. That's wonderful IF they can back it up with facts and figures and a money back guarantee if they don't keep their word. When you buy one of those 'deals' do you KNOW your ad was sent to all those readers by all those publishers? Think about it. Ask for a list of the publishers. Email them and ask for the date your ad was run. Check it out. Track your ads. Get serious.

I'm doing a report about co-ops in the No Spin Zone. Watch for it if you are subscribed. Not subscribed? Subscribe at the Resource Center: <http://logonnewzine.com> at the NSZ banner.

Times are changing. It's EVERYONE'S responsibility to get this right. If you don't know what you are doing, investigate and ask questions before spending your money. I'm here to help answer questions about any co-op or my Ad Agency.

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About the Author:

Bobbette Madonna publishes LOGON NewZine, the Ad Agency and the No Spin Zone ezines and is the WebMistress for the Guerrilla Marketing Resource Center. Also, she is the owner of www.niba4u.com - a spam watch site and is a partner for the fight against unfair termination of Internet service at www.spamattorney.biz The main subscription and marketing site is located here: www.logonnewzine.com and that is where you can subscribe to the LOGON No Spin Zone.

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