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Anonymous Marketers

By Patrick Caron

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Have you ever met "Anonymous Marketers"? If you are a webmaster, or participate in newsgroups or discussion lists, you probably have. Who they are? They are the ones sending you emails beginning with a sentence like, "I got your email address from a list of people who are interested in (business opportunities, health products, etc.), therefore this is not spam." Or they sometimes say, "You are receiving this email because we belong to the same mailing list. Therefore, this is not spam."

Sounds familiar?

I know a lot of people are receiving them, even though they should not. The problem is that many so-called "Internet Marketers" collect emails from newsgroups with a software and spam the people on this list. Then they write a nice sentence at the beginning of the message like the one above, thinking that you will think something like, "I guess I forgot I subscribed to this mailing list". I call these mailings "legal spam", since they trick people into thinking that they agreed to receive them.

BEWARE: "Anonymous Marketers" also use a nice legal scheme where they write "To be removed from this list, hit the REPLY button and write REMOVE in the subject line" and then they add something like, "According the bill 1234567890, since a way to be removed from the list is included in this message, this is not spam."

The fact is: it does not matter whether or not it is legal, it is still very annoying, because they were unsolicited emails. And sometimes when you reply with REMOVE in the subject line, you receive a nice email from you ISP, saying that the message could not be delivered because the email address does not exist.

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Of course, it only takes a few seconds to start reading these emails and delete them. However, if we want to have an internet that is a nice place to be. These tactics (and the people using them) must be stop. This is why we must try to stop these postings: to build a "high-quality internet."

Some "anonymous marketers" will say that these emails are free and that people receiving them should not complain. I have only one thing to say about this, "I hate receiving unsolicited emails and I hate it even more when there is no way to be removed from the mailing list."

The bottom line is:

1) IF YOU RECEIVE THIS KIND OF EMAILS, be careful because it is probably someone who "stole" your email address from a newsgroup, your website, etc and who is trying to "get rich quick". What they are advertising may be a very good product or affiliate program, but there are legitimate ways to advertise such as press releases, ffa pages, the classifieds, e-zine advertisements, etc.

2) IF YOU ARE AN INTERNET MARKETER and that you actually built your mailing list or bought it from a website, PLEASE include the COMPLETE source of your list with a simple sentence like, "You are receiving this message because your email address is in my mailing list, which you joined at my website, located at <http://www.yourwebsite.com>." or " You are receiving this message because your email address is in my mailing list, which I purchased at <http://www.websiteaddress.com>". This way, if people forgot that they joined your mailing list or that they agreed to receive emails from strangers by joining several mailing lists at a specialized website, they will be able to visit these websites and remember that they subscribed.

3) IF YOU USE "LEGAL SPAM", now you are warned, "We will not tolerate this situation any more, stop using this marketing tactic." If you really have a good product, a press release is still the best way to get your product known. Ever received an unsolicited email from IBM or Microsoft? Of course not, because they use the media to receive publicity, and they are the ones earning a lot of money, not the ones using spam.

So, don't forget that a simple, yet complete sentence like the ones above, since it clearly mentions where the marketer got his list, will help you create and keep a relationship based on trust with your members. This way, we will be able to know who are the "good" marketers and the "should-think-about-another-way-to-earn-money" marketers.

Why Use Anonymous Proxy Servers?

By Matt Garrett

With expansion of internet, many websites promote themselves by sending you spam junk mails, advertisings and even spy wares. These things not only publicize your personal information, but also enable hackers and crackers to infiltrate your system. Anonymous proxy servers act as a wall between your data and internet, thereby providing security to your system and data.

Before we move on to the deeper concept of anonymous proxy servers, let us understand the concept of a proxy server. A proxy server acts as a buffer between your system and the internet resources you are trying to access. The proxy servers gather and store files which are commonly requested by internet users in a unique database known as cache. These proxy servers increase the speed of your browsing by providing you immediate information from their cache. The overall performance of internet becomes very high. However these proxy servers do not hide your Internet Protocol (I.P) address.

The anonymous proxy servers are the proxy servers which hide your I.P address thereby securing you from the susceptibilities attached to it. By hiding your I.P address these anonymous proxy servers secure you from any unauthorized or illegitimate access to your computer. These servers completely hide the details of your activities on the internet. Besides that, they even hide the fact that you are using a proxy server. These servers can be used for almost all web related purposes like, chatting, file transfer, emails and much more.

With exorbitant expansion of internet, its risks have also evolved. One of the major risks which you face while surfing the net is viruses. Another major risk you face during the browsing is lack of privacy. As you access different web resources, these resources gather your personal information through your unique Internet Protocol Address. These resources spy upon your browsing habits and can even inhibit you from accessing information from the net. You even become an easy target for various advertising agencies and marketers. These gather information about your I.P address, your email and your surfing interests on the net. Then they send their junk emails and spam on to your system and your email addresses.

Without an anonymous proxy server a website can even utilize security loops in your system with the help of hacking programs. These programs can make your system hang, make it perform in a bizarre manner and can even access and modify the content on your hard disk. They just need to gain your I.P address and it's all done. Anonymous proxy servers help you in a great way by hiding your I.P address and protecting you from all these threats. Anonymous proxy servers hinder every chance of leak and misuse of your I.P address.

After you have discovered the benefits of having an anonymous proxy server, you would probably like to buy it. You can download or buy it from the internet. There are numerous sites, which provide you with the best variety of anonymous proxy servers available on internet. You can view the detailed features of various servers and even compare prices. Next you can place your order, and it would be delivered to you. Enjoy the experience of complete risk free surfing through anonymous proxy servers.

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