

ATT's not so special offer—a marketing #fail

ATT sent me a “special customer offer.” The letter giving me notification of this “special offer” starts like this:

Dear Deborah Brody,

You've been such a great customer, you deserve something special from us.

*That's why I'm offering you a **FREE Android Smartphone** when you activate an additional line of service with a new two-year voice agreement with qualifying monthly data plan required per phone.*

To recap, ATT will show its appreciation for my business by giving me a “free” phone, which will require me to subscribe to more services and pay more per month and only if I activate a second line.

Basically, they are offering me nothing.

The thing is, I don't need a second line of service.

I have gotten this same offer over and over and over again. Never once have I gotten an offer for a phone upgrade without ATT requiring a second line activation.

This offer is all about ATT and not at all about me. It is not even remotely tailored to the customer's needs.

ATT finishes its letter to me by saying:

Don't think twice about this one, Deborah. Call today [phone number] and get it all.

I don't have to think about this at all. I know it is not an offer for me.

ATT, your marketing is a big, fat #FAIL.