

How to Utilize Mobile Marketing to Make \$\$ and Save \$\$\$

As today's customers become more mobile, how are you going to deliver your message more efficiently and effectively? **The Answer is a QR Code!**

QR is short for Quick Response (they can be read quickly by a smart phone). They are used to take a piece of information and put it in to your smart phone.

QR Codes can be used to direct an audience to important information you want them to have, with the ease of taking a picture with a smartphone.

A QR Code can hold phone numbers, a website, a designated webpage, an advertisement, a text message, or it may give you a coupon which you can use in a local outlet. It can also hold information about a special promotion or an important event date.

It's a great way to drive people to your website and generate more \$\$!

If your cell phone is not equipped with QR scanning software it can be easily downloaded; just google search for QR Code readers.

We have successfully used redlaser.com and it took about a minute to install.



Scan this QR Codes using your cell phone camera.

L.A.M. has 25 years of experience printing bar codes so adding QR Codes to all your printed materials is easy, we can add them to your letterhead, post cards, business cards, brochures, t-shirts, newsletters, signs, posters, promotional products, presentation folders, etc.. **at no additional charge!**

QR Code generators can be found on-line by searching for QR Code generators, most are free and some are more indepth; offering storage, tracking and the ability to create high-res images for large print jobs for a monthly subscription fee.

For more information and a free consultation on how QR Codes can make you \$\$ and save you \$\$ and save you time contact:

L.A.M. ENTERPRISES, INC. • 631-254-6600 • www.lam-solutions.com

GREAT IDEAS FOR QR CODES

COLLEGES & UNIVERSITIES

PUBLIC SAFETY INFORMATION
COUPONS & SPECIAL OFFERS
PROMOTE EARLY REGISTRATION FOR ROOM ASSIGNMENTS
DISPLAY SCHEDULES FOR EVENTS AT ORIENTATION PROGRAMS
DRIVE PARENTS AND STUDENTS TO THEIR WEBSITE TO ADD \$\$ TO THEIR ID CARDS

BANKS & CREDIT UNIONS

PROMOTE MOBILE BANKING
PROVIDE INSTRUCTIONS ON MOBILE BANKING
ASSIST LOAN OFFICERS TO SET UP APPOINTMENTS
PROMOTE & REGISTER CUSTOMERS FOR E-STATEMENTS

HOTELS & RESTAURANTS

COUPONS
SPECIAL PROMOTIONS
GUEST COMMENT CARDS
MAKE IT EASIER & MORE PROFITABLE FOR GUESTS TO BOOK RESERVATIONS

GENERAL BUSINESSES

SET-UP APPOINTMENTS
PRODUCT INFORMATION
ATTRACT PEOPLE TO TRADE SHOW BOOTHS
ALLOW CUSTOMERS TO REQUEST INFORMATION