



**Direct, Mobile & Online Marketing All In One.**



**Serving The Direct Mail Industry Since 1971**

**JLMS** INC.

JERRY LAKE MAILING SERVICE, INC.  
180 BRIGHTON ROAD  
CLIFTON, N.J. 07012

Ph: 973.685.0065 Fx: 973.685-0074 [www.jerrylakemailing.com](http://www.jerrylakemailing.com)

# How Our QR CODE Marketing Process Works:



## CROSS-CHANNEL MARKETING

- DIRECT MAIL
- MOBILE DEVICE
- VIDEO PRESENTATIONS
- LANDING PAGES
- SOCIAL MEDIA

# WHAT YOU NEED TO KNOW About QR Codes and the FUTURE OF PRINT ENGAGEMENT with Mobile Devices

A QR Code is a matrix barcode (or two-dimensional code), readable by QR scanners, mobile phones with a camera, and smartphones. The code consists of black modules arranged in a square pattern on white background. The information encoded can be text, URL, streaming video, or other data.

Common in Japan, where it was created by Toyota subsidiary Denso-Wave in 1994, the QR code is one of the most popular types of two-dimensional barcodes. QR is the initialism of Quick Response, as the creator intended the code to allow its contents to be decoded at high speed.

QR Codes storing addresses and URL's may appear in magazines, on direct mail, signs, medical pharmaceutical products, books, consumer products, higher educational marketing campaigns, catalogs, and any object which users might need information with the main objective to increase results. Users with a camera phone equipped with the correct reader application (NeoReader free app) can scan the image of the QR code to display text, contact information, connect to a wireless network, or open a web page in the phone's browser. This act of linking from physical world objects is known as a hardlink or physical world hyperlinks.

The good news is that these apps are free and pretty easy to install and use, the latest round of cell phones will have the QR code software pre-installed.

## ***Smartphones to Overtake Feature Phones in U.S. by 2011***

"We are just at the beginning of a new wireless era where smartphones will become the standard device consumers will use to connect to friends, the internet and the world at large."

- Nielsenwire

"Smart barcodes give marketers the ability to increase measurement in printed communication and display advertisement, two channels traditionally difficult to measure. They also allow for an increase in customer data collection, crucial for advancing business and marketing strategy".

- Susan K., VP of Enterprise Marketing Services at Xerox

Serving The Direct Mail Industry Since 1971

**JLMS** INC.

JERRY LAKE MAILING SERVICE, INC.  
180 BRIGHTON ROAD  
CLIFTON, N.J. 07012

Ph: 973.685.0065 Fx: 973.685-0074 [www.jerrylakemailing.com](http://www.jerrylakemailing.com)

# How Our QR Direct Mail Program Can Benefit You:

- ▶ Cost Effective
- ▶ Easily Incorporated Into Your Existing Marketing Program
- ▶ Create Tangible Inbound Links for Ongoing Relationships
- ▶ Puts Your Brand in the Hands of Emerging Markets
- ▶ Measurable Data and Metrics

