



DMX Mobile Marketing QR Codes

Imagine, someone sees a billboard, uses their mobile phone to take a picture of it and they are immediately shown a video about the product advertised.

Or, maybe that mobile phone user sees a print ad in the local paper, takes a picture and their phone gives them directions to the closest retailer that carries the item.

There are over 250 million mobile phone users in the United States. As mobile device technology continues to advance, people no longer view the cell phone as merely a mode of communication, but a resource for technological productivity, entertainment and information.

This shift in perception provides industry leaders a unique opportunity to utilize new avenues of lead generation and market awareness. Attracting new business is no longer limited by the physical location of a prospect. Mobile marketing enables businesses to target potential prospects anytime, anywhere.

DMX Direct® recognizes that technology has blurred the lines of traditional internet and email marketing techniques by providing mobile phone users constant access to a never ending stream of information. In turn, mobile phones provide a continuous means by which marketing can reach a targeted audience.

These technological advances are all well and good, but how can mobile marketing reach this demographic?

One answer is QR Codes. QR (Quick Response) codes are two dimensional bar codes that contain small bits of data, such as URL strings, phone numbers and email addresses. To read the QR code, a user simply launches a reader application on their mobile phone and takes a picture of the image. The reader software will then trigger the appropriate response, which can include anything from launching a URL in the phone's browser to streaming a video or MP3.

Mobile marketers can use QR Codes in a myriad of different mediums including:

- Print Ads
- Billboards/Signage
- Direct Mail
- Branded Clothing
- Banner Ads
- Post Cards
- POS Displays
- Business Cards



QR codes enable mobile users to quickly transport themselves to your message. Take, for instance, a simple banner advertisement. If the goal of this banner was to direct mobile users to a website, traditionally, a URL would be printed on the banner. A mobile user would then type in a potentially long web address with a cumbersome mobile device keyboard. That is a lot to ask of a potential prospect that may not have any knowledge of your product. By using a QR Code, your message is instantly delivered to the mobile user after they simply snapped a picture of it. This provides an ease of use that will generate an increase in the amount of leads a campaign generates.

QR Codes also provide a simple entry for businesses into the world of social media marketing. Because QR Codes are visual representations of data that are presented as simple image files, they can be easily embedded in web pages, text messages, emails and social media sites like Twitter and Facebook. This ease of use will motivate your audience to forward your message through such channels and will create instant intrigue and a viral buzz for any campaign.

QR Codes and DMX Mobile Marketing allow you to reach your audience anywhere and at the appropriate time while opening a world of possibilities for your marketing presentation. The ability to easily communicate an instant, tailored message to an audience that will then spread it throughout social media sites at no further cost to you is a powerful, yet complicated tool.

DMX Direct® is here to be your partner in this new frontier. Let us show you how DMX Mobile Marketing can give you an entirely fresh perspective on direct marketing. Contact one of our experienced Client Relations Specialists today.