

mobile marketing in 2010

driving action with mobile barcodes



action with intent.

this is a mobile barcode.



They are changing the ways in which consumers interact with traditional marketing channels.

mobile barcodes are a smart and novel way to engage consumers.



They're a "pull" technology. That means they require action on the consumer's part—they're not an in-your-face, "pop-up" technology.

mobile barcodes bring technology to print.



magazines and newspapers

- easy access to more information about a feature or article

Karl Washkowiak, Ph. D.
Head Chemist
Riverfront Manufacturing Company



email: kwash@rfmco.com
web: <http://RiverfrontManufacturing.com>
phone: 555-555-5555



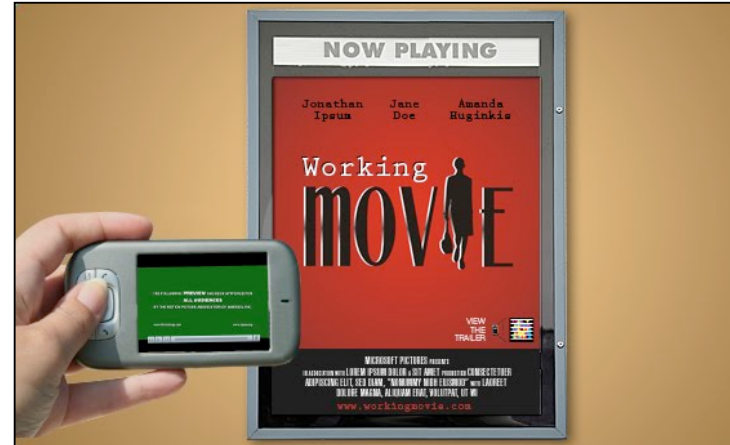
Bianca Guillen
Freelance Graphic Designer



contact: biancag@anymail.com
portfolio: <http://biagdesign.com>

business cards

- instantly imports up-to-date, accurate contact information
- demonstrates a business as technology-forward



outdoor promotions

- instant access to more information, videos and trailers, and one-touch purchases



the fun stuff

- can also be applied to apparel, trade-show materials, and more
- the codes themselves can be dressed up and customized

mobile barcodes are a two-way technology.

Once a mobile barcode is created, information can be passed from device to device, instantly. Just think of how this immediate exchange of information can reinvent the traditional service experience.

And here's some more good news. Generating mobile barcodes from either your website or an application is a relatively easy technology to implement. So there's not a lot standing between you and mobile barcode technology today.

mobile barcodes are analytics-capable.

Mobile barcodes can contain information about each person who uses it. So, let's say these barcodes are being used as a coupon at a store. When the cashier scans each one, the store can count how many sales get generated and which customers used the coupon.

Analytics also come into play when used to drive traffic to a website. With a parameter added to the URL, the website can track how many visitors got there by scanning the barcode on their mobile devices.

mobile barcodes are an open-source technology.

That means that it is continually being streamlined, improved, and enhanced.

try out mobile barcodes for yourself.

They're all over the place. Here are some of the companies and brands using them today.

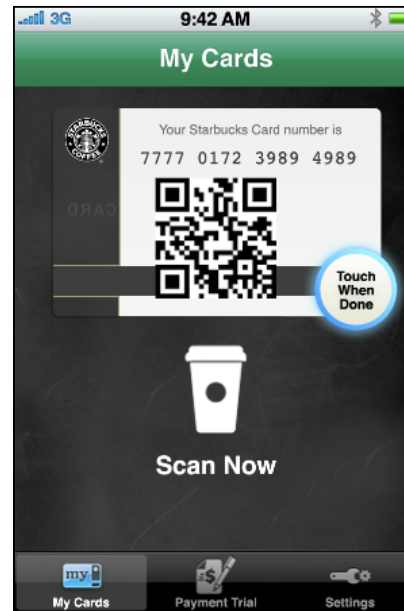


action with intent.



Google Places

- local businesses use this window decal
- gives access to online reviews and more



Starbucks

- replaces pre-loaded payment cards
- barista scans the code to get your order, however complicated it may be



Blackberry

- creates custom mobile bar codes
- enables instant read and exchange of contact information



at&t

AT&T

- recently announced a pilot program for 2D barcode-reading on all AT&T handsets
- working with large enterprise customers to promote mobile-barcode marketing