

DELIVERABLES

A BRIEF LOOK AT SOME BIG ISSUES
IN DIRECT MAIL

POSTINGS



DRIVE MORE SALES

Mix Your Media

QR codes turn direct mail into mobile marketing

You've probably seen QR (quick response) codes in magazines and on billboards. But did you know they could add interactivity to direct mail?

When a person snaps a picture of these two-dimensional bar codes — using a smartphone equipped with camera and reader software — the codes spring into action, perhaps redirecting the browser to a personalized landing page or showing a phone number or message.

“The rapid penetration of mobile phones in the U.S., increase in the speed of wireless data transfer and availability of free bar code reader applications have all made QR codes a viable option for marketing campaigns,” says Ramin Zamani, marketing director at software company MindFireInc (mindfireinc.com) in Irvine,

Calif. “The key factor is how fast people will adopt the technology.”

One early adopter is online retailer Go Green Items (GoGreenItems.com) in Tampa, Fla. The company mailed postcards, created by Tampa-based print marketing firm Direct Marketing Concierge,* to 1,000 prospects in April with a QR code that revealed a discount code and a link to its Web site. Within a week, Go Green Items received three orders from people who had scanned the bar code. — *Mindy Charski*



YOU SHOULD KNOW

SOME OF THE MOST POPULAR FUNCTIONS CURRENTLY AVAILABLE ON USPS.COM — **TRACK AND CONFIRM, THE POST OFFICE™ LOCATOR, AND ZIP CODE™ LOOKUP** — ALSO ARE AVAILABLE ON YOUR CELL PHONE AND OTHER WEB-ENABLED MOBILE DEVICES. VISIT YOUR PROVIDER'S APP STORE TO DOWNLOAD THEM.

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