

# Track and Interact QR CODE Marketing



*PrimeNet is using QR Code technology in various direct mail campaigns as an alternative to traditional response vehicles.*

## HERE IS HOW IT WORKS....

PrimeNet prints a unique QR Code on your direct mail piece which provides a real time link to your website, Facebook page, promotional page or retail site by simply snapping a picture with your smart phone. Each unique visit can be tracked so you can gauge response rates and which customer or prospect is interacting with your business.



Download the QR Code reader from your smart phone at [www.mobile-barcodes.com/qr-code-software.com](http://www.mobile-barcodes.com/qr-code-software.com) and take a picture of the code below to link to your marketing future!



## CASE STUDY....

A national restaurant chain used QR Code technology on their direct mail campaign to link prospects to their Facebook page to become fans of their business. Once the prospect became a fan, the chain was able to reduce their cost per lead by marketing to this FAN on Facebook. All responses were traced and each respondent received a special offer for BE-FANNING the restaurant.

*Call Us Today so you can Track and Interact with your customers.*



### Call

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