On-Demand Webcast: Mailing 102-Advantages of QR Codes on Direct Mail

QR codes appear on direct mail, print ads, trade shows, in stores and even t-shirts. What are they, how do they work and why do they seem to be appearing in so many different places? Mike Maguire, Software Business Development Manager for Neopost USA Addressing Group presented a one-hour event to help businesses learn more about QR codes and how they can effectively generate leads and impact revenue.

June 13, 2012 - Milford, Connecticut

Second webinar in a series from Neopost USA

On-Demand Webinar

Duration: 1 Hour

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Watch this webinar to learn:

- QR Codes Basics: How to create them and skillfully build the call to action online
- Understanding how to engage prospect and leverage codes with direct mail
- Details about upcoming USPS® QR Code postal discount promotion
- Hear successful QR case studies

Click here to watch now!

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About Neopost USA

Neopost USA, headquartered in Milford, Connecticut, markets its Neopost brand and Hasler brand of innovative, efficient and affordable mailing and shipping solutions via a network of dealers and direct-sales channels throughout the United States.

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