

## QR Codes & Wireless – Always Be Closing



With its ever-expanding feature set, simple, user-friendly interface and free service, Hipscan is the perfect QR technology platform, as has recently been proven by a highly successful marketing campaign run by Verizon Wireless EVO<sup>2</sup> Stores.

During the last week of June—between the 22<sup>nd</sup> and the 29<sup>th</sup>—Verizon Wireless EVO<sup>2</sup> Stores offered San Francisco Bay Area consumers the chance to acquire a brand new cell phone or smartphone simply by scanning the Hipscan posted at the front of the store and share the promotion via Facebook.

Scan this code WITH YOUR SMARTPHONE  
(Any QR scanner app will work)

Powered by Hipscan.com  
Get your own today.

**EVO<sup>2</sup> Yearly Madness Sale ▶ Welcome**  
Shopping/Retail - San Francisco, California

**Share this special today – and earn a FREE Phone!**

**Best Prices & Service Guaranteed!**

Visit an EVO<sup>2</sup> store today!  
[www.evo2inc.com](http://www.evo2inc.com)

1-888-NEW-LINE     

**Congratulations! Upon sharing this ONCE Yearly Madness Sale – You will receive the handset of choice for FREE**

**SHARE**

[www.evo2inc.com](http://www.evo2inc.com)

\*(2-year activation, iPhone not included)

“Come into any Verizon Wireless EVO<sup>2</sup> store, scan the Hipscan, tell your friends about the great deal and get a brand new cell phone or smartphone.”

The selection of phones included the Samsung Charge, Droid Incredible 2, HTC Thunderbolt, HTC Trophy, Droid X, and a few 4G phones.

After having their Facebook post verified by a Verizon Wireless EVO<sup>2</sup> representative and committing to a two-year contract, customers were allowed to choose from the available selection and given a instant rebate for the entire cost of the phone. Additionally, when two friends took the deal together they were given \$25 referral cards. Verizon Wireless EVO<sup>2</sup> described this event as a way for Verizon to spread the love amongst their Bay Area customers.

**EVO<sup>2</sup>** **EVO<sup>2</sup> Yearly Madness Sale**  
EVO<sup>2</sup> Yearly Madness Sale  
Guess what? I just saved hundreds of dollars by getting a phone at the ONCE yearly EVO<sup>2</sup> Verizon Wireless Exclusive Sale! You can take advantage of this special too – by visiting an EVO<sup>2</sup> store near you! Find one here: [www.evo2inc.com/location.php](http://www.evo2inc.com/location.php)

**via FBML Tab Maker**

**Publish** **Skip**

And spreading the love was remarkably successful. Verizon Wireless EVO<sup>2</sup>'s sales increased 200% during the course of the seven day promotion, allowing them to achieve their quarterly goal which—before the promotion—would not have been possible with normal sales.

Verizon's use of the Hipscan application cost the company absolutely nothing, and Hipscan also developed the Facebook App that the Hipscan pointed to, helping Verizon reach 25,000 Facebook pages through consumer sharing. The total cost of the campaign—including the development of the Facebook application and the printing of materials—totaled to less than \$1000 in expenses. Verizon Wireless EVO<sup>2</sup> earned \$35,000 in additional revenue attributed to the campaign, making for a remarkable return on investment.

The fact that such a company made use of such affordable technology with such success goes to show just how powerful Hipscan can be at the center of a marketing campaign.

Contact Hipscan for a full-service marketing campaign today!

hipscan