

QR Code Marketing Expert, Pam Lehr, To Speak At 2013 Mobile Host Summit

/EINPresswire.com/ Lehr will share her insights about the power of [mobile coupons](#) and the integral part that [QR code marketing](#) plays in connecting businesses with their customers, at the May 23rd event in Las Vegas, Nevada.

Alberta, Canada – Mobile marketing specialist and entrepreneur, Pam Lehr will be a featured guest at this year's 2013 Mobile Host Summit, an event dedicated to exploring social media and mobile strategies for the hospitality and retail industries. Lehr will help attendees better understand the emerging and thriving avenue of QR Code marketing, and explain how they can employ mobile coupons to increase visibility and draw in more customers.

"Mobile couponing will dominate retail marketing attention over the next few years, with mobile coupons showing redemption rates 10 times higher than traditional coupons. Combined with the proper print advertising, mobile coupons have the potential to drive a tremendous amount of foot traffic, and I'm thrilled to share some of my own insights and experiences with the Mobile Host crowd." said Lehr, CEO & Founder of Go Mobile Media Marketing (<http://www.gomobilemediamarketing.com>).

Lehr takes her 15 years of experience as an entrepreneur and together with her passion and marketing expertise, Lehr has been helping small to mid-sized businesses harness the power of mobile devices to reach out and engage their increasingly connected customers. Lehr founded Go Mobile Media Marketing to help retailers and the hospitality industry embrace mobile technology and translate those tools into generating leads and sales. The suite of services available to Go Mobile Media Marketing clients includes text and SMS marketing, mobile coupons, mobile loyalty programs, mobile business cards, mobile landing pages and QR Codes, as well as mobile websites and



Pam Lehr, Mobile Marketing expert of Go Mobile Media Marketing helps small to mid sized businesses convert smartphone users into paying customers by effectively reaching their 24/7 connected customers through the mobile technology that they carry.

apps.

“There’s a huge range of mobile marketing strategies that can be employed by any size business to generate tangible results, it’s just a matter of putting the programs in place,” says Lehr. “Many of our clients think the barrier to entry is simply too high, but the truth is that with a little forethought and something as simple as a basic [mobile coupon generator](#), retailers and hospitality alike can reach their customers personally and place discounts directly into their hands.”

Lehr’s Mobile Host show presentation, titled “QR Code and Mobile Coupon Strategies That Will Get More Customers”, will take place from 12:00pm – 12:20pm and will walk attendees through the process of transforming traditional print materials into an interactive experience with the use of QR Codes.

This year’s Mobile Host event will take place at the Mirage Hotel and Casino in Las Vegas Nevada on May 23rd. For more information or to register visit <http://mobilehostshow.com/register/>.

To schedule a free strategy session with the Go Mobile Media Marketing team, visit <http://www.gomobilemediamarketing.com/request-consultation/>

About Pam Lehr:

Pam Lehr is the Founder and CEO of Go Mobile Media Marketing, a complete mobile marketing suite designed to help businesses most effectively reach their 24/7 connected customers through the mobile technology that they carry with them every day to increase exposure and boost sales.

Media Contact:

Pam Lehr

Go Mobile Media Marketing

1-888-544-4639

<http://www.gomobilemediamarketing.com/>

Press release courtesy of Online PR Media: <http://bit.ly/12PMbFn>

This press release can be viewed online at: <https://www.einpresswire.com/article/151075381>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something

we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2024 Newsmatics Inc. All Right Reserved.