



Lev Promotions

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QR Code Marketing Applications

This is a QR code:



You've probably seen them on everything from business cards to menus to bus stops and more; but do you know what a QR code is and how it can benefit your business?

A QR (Quick Response) code is a two-dimensional matrix barcode that can be decoded ("read") by smartphones that have a QR decoder app installed. Nowadays, most smart phones have a QR code reader embedded in the camera app, so it's as easy to use as just opening the phone's camera, pointing it at the QR Code and tapping on the link that it reads.

Created in Japan by a subsidiary of Toyota in 1994, these codes have been commonly used there and in Europe since that time. In 2010, they started appearing in the US in marketing applications.

The majority of QR codes are black on a white background, but color and even logos can be added to give it a more branded look.

Free apps are readily available for creating static QR codes – that's a code that cannot be changed once it's created. A paid version of some of these apps can also create dynamic QR codes – those can be modified so you can repurpose the same code once it's printed. For example, using the same code to provide a map to a different restaurant for each night of a conference. Statistical tracking of QR code clicks is also possible

The marketing applications of QR codes can be applicable to any type or size of business. Because they can be generated at no cost, the bar for entering the world of QR code marketing is low. The key to using these codes successfully is in the creative and appropriate placement of them.

At their most basic, QR codes are an efficient way to transmit information directly to a prospect's cell phone. You can create a QR code to take the recipient directly to a website, deliver your contact information (VCard), or to create an SMS text message to be sent directly to your cell phone so that your prospects don't have to manually enter the information. This ensures that your prospects won't mistype anything causing them to be unable to reach you.

For more experiential marketing opportunities, QR codes can be used:

- on in-store signage giving customers on-the-spot discounts and incentives, product information and menus.
- to drive people to your social media page(s).
- in museums, art galleries, or other displays to link to an online audio file that will use their phone to take the place of an audio tape tour.



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- to deliver clues in a scavenger hunt.
- to run an online sweepstakes.
- as an invitation to an event.
- to give directions to a particular location for an event.

Where can you put a QR code?

- printed marketing materials (e.g., business cards, brochures, menus, etc...),
- promotional products,
- signage,
- product packaging,
- and more.

The key to marketing successfully with QR codes is to create a code that, at its minimum, gives the person scanning an easier way to start or maintain contact with you. At its best, a successful QR code creates an interactive opportunity for your customers and prospects so that they want to continue a relationship with you. A marketing professional versed in the uses of QR codes can develop a program that can integrate the use of QR codes into an existing marketing plan while maximizing results from their use.

The options are only limited by the imagination of your marketing team!