

# Mobile Marketing

## QR Codes

Helping Your Business

**Cinnamon**



**Edge**



# Mobile Marketing: QR Codes

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QR Codes are a great mobile tool. QR stands for Quick Response and a QR Code stores data which can be read digitally by:

- Scanners in stores or using the camera
- QR code readers which are installed on smartphones

QR or 'quick response' codes are like square bar codes that use squares instead of bars. These codes hold information such as a website address, some text, contact information or an SMS message.

Businesses, charities, schools, individuals and government bodies can use QR Codes to reach prospects and customers with offers, updates and alerts.

If you have a QR scanner on your smartphone, you can scan this code:



Most smartphones now come with QR readers ready installed. Mobile users who don't have them can download them for free from mobile phone manufacturers' sites.

A QR Code can be used to provide links to:

- Web, blog and Places pages
- Coupon
- Details on new products
- Offers
- Details of what's on (at the local cinema, for example)

They can also be used to take you to a text message, to an opt-in list, or to download people's details (as a vCard).

QR Codes can be printed on anything – even t-shirts! The uses for a QR Code are endless and we'll look at some more examples later on.





## QR Codes in Action

Here are four successful campaigns:

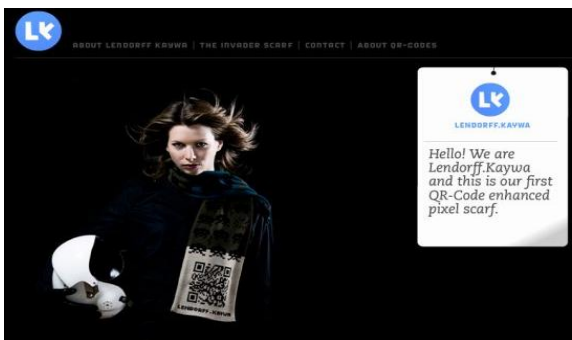
Coke billboard:



A hotel in Dubai:



Lendorff Kaywa:



Leo Burnett:

Leo won a Gold medal at Cannes Advertising Festival in 2010 for its 'Hidden Sounds' QR Code campaign. The campaign promoted 14 Indie bands (the 'hidden sounds') for Zoo Records in Hong Kong.

The QR codes were disguised as pictures of animals that live hidden in the city – scanning a code enabled the mobile users to find out more information about the bands and hear some of their music.



## Other Places to Put QR Codes

The codes could be used to send them to a webpage with an offer or information, details of a product/character/place, or to send a tweet, or to join a Facebook group, or to get your information (vCard), etc.

**NOTE: QR Codes are primarily for mobile device users.**

*If the QR Code you have goes to a web page, make sure the page is optimised for display on a mobile device!*

Put them on/in:

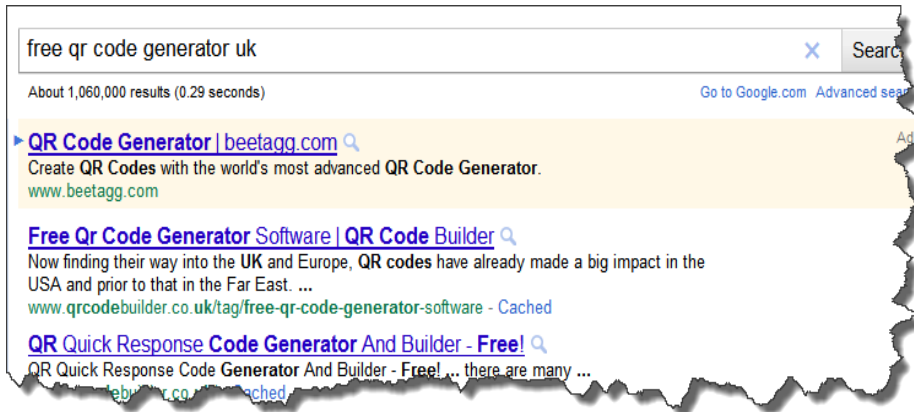
1. T-shirts
2. Scarves
3. Hats
4. Business cards
5. Beer mats
6. Cars
7. Aeroplanes
8. Billboards
9. White goods
10. Videos/interactive TV
11. Produce labels and grocery signs
12. Your website contacts page
13. Free or paid reports/ebooks
14. Online news releases
15. Articles (online and offline)
16. Product boxes
17. Conference name tags
18. Children's and adults' books
19. Museum displays
20. Rubber stamp
21. Menus
22. LinkedIn and any other networking pages
23. Travel brochures
24. Call Us/Email Us/Visit Us
25. Fliers, leaflets, bags and tags
26. Murals
27. Bus shelters
28. Back of taxi drivers' seats
29. Tickets
30. Wine/beer/soft drinks



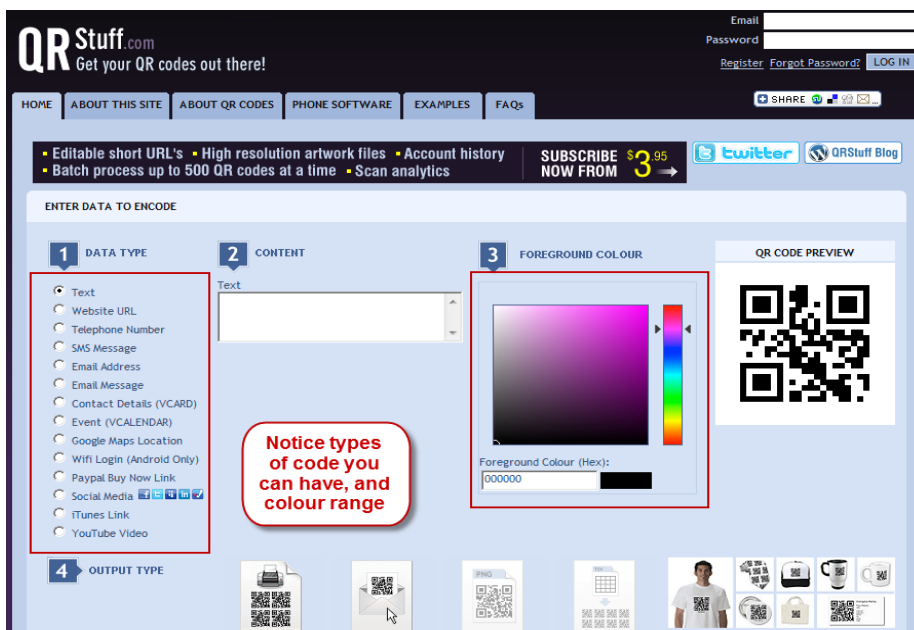
## How do You Make QR Codes?

The good news is, you can start off with free QR codes. When you are happy running campaigns you can purchase inexpensive QR codes that are more tailor-made to your needs. Many businesses just stick with the free ones, however.

There are many QR Code generators online now based in the US and UK – just do a search.



A nice one is QRStuff.com. The codes are free, but you can pay to have them on t-shirts, etc:



If you or people you are contacting need to install QR Readers (newer phones come with them), they can go to these websites:

iphone: <http://itunes.apple.com/us/app/neoreader/id284973754>

Android: <http://www.androidtapp.com/barcode-scanner/>

Blackberry: <http://www.androidtapp.com/barcode-scanner/>



## Benefits of QR Codes

QR Codes let prospects and customers learn more about any aspect of your business. When they hold their smart phone up to a QR Code, they are taken to a message, your details, or a website – make sure your website is optimised for mobile use.

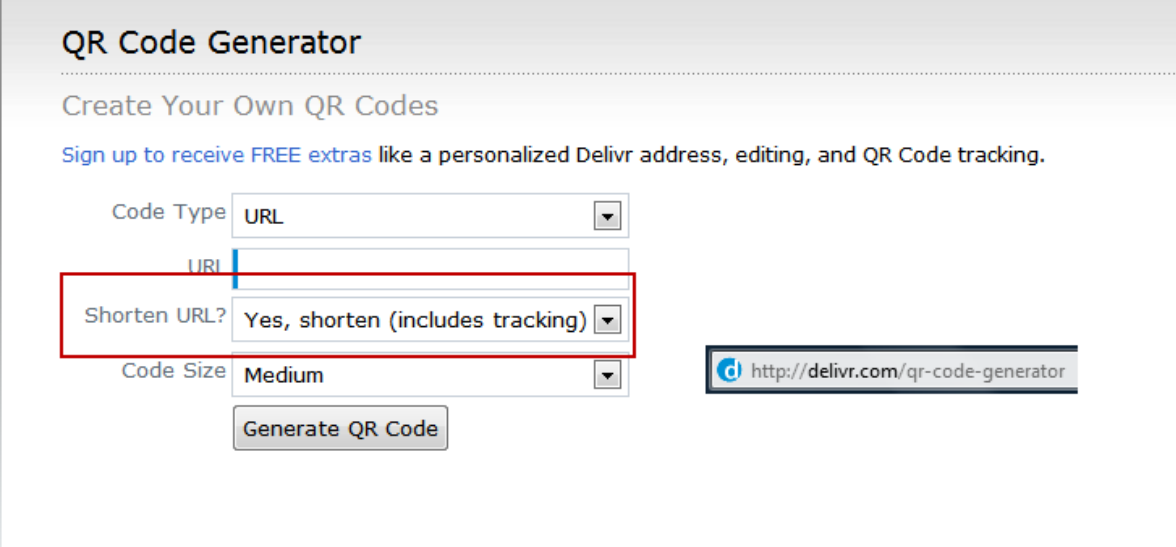
QR Codes make it easier for people to get to your site – small devices can be annoying when you're trying to type in a URL, especially if it's a long one.

Google likes them and provide US businesses (and UK businesses soon?) with codes for their Places pages and Facebook is also experimenting with QR codes for its location services. However, you don't have to wait for them – you can just make your own.

At present there are about 5 billion plus cell phones with over 50 million of these being smart phones. Text open rates are much greater than emails, 95% open rates. In the not to distant future you can scan, use ecommerce and much more for your mobile marketing. More people will access products and services from their mobile in 2011.

NOTE: It's best not to put too much data on them as images can get congested and harder to read. Use a URL shortening service and keep messages brief.

Some QR Code generators, such as Delivr's, offer shortening at the time:



**QR Code Generator**

Create Your Own QR Codes

Sign up to receive **FREE** extras like a personalized Delivr address, editing, and QR Code tracking.

Code Type:

URI:

Shorten URL?:

Code Size:

<http://delivr.com/qr-code-generator>

So, in conclusion, QR Codes are a cheap and effective way to get your business noticed! You can market to the growing number of smart phone users – users who actively look to engage with businesses like yours.

Start now and you'll be at an advantage as, at present, not many businesses are making use of QR Codes at all. Take action! Generate one now, print it on a flier with other details and a call to action (include the URL for non smart phone users), and take it out with you to your next networking meeting ... or just put them through doors and leave them in cafes.

