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QR Codes & Mobile Websites

A brief white paper on Quick Response Codes, Mobile Web Sites, their role in marketing, and how to leverage them to promote and grow your business.

"In 2011 Quick Response Codes will continue to transform the marketing landscape as marketers adopt methods to take advantage of new communication channels provided by smart phones."

History

A QR Code is a Matrix code, a two dimensional bar code developed in Japan in 1994 to help track automobile parts throughout production. This technology has been around for almost two decades, but has only recently become popular as a medium for marketers to reach smart phone users. It is already widely used in Japan and Europe and it is anticipated that the United States will be next to follow.

How Does it Work?

To actually use a QR Code is quite easy. All an individual needs is a smart phone with internet connectivity.

QR Codes can be located on anything from business cards, coupons, flyers, postcards, signs, clothing and even billboards. When an individual finds an advertisement to be interesting, all they need to do is aim their smart phone camera and snap a picture. The cell phone does the rest of the work, translating the bar code and finding relevant information for the individual.

What Does this Mean to Marketers?

QR Codes can be thought of as a gateway that extends the usefulness of a printed piece. This gateway has the ability to connect printed materials with the internet and provide consumers with additional relevant information they need to make a decision. This unique opportunity to provide interested consumers with additional information beyond the initial attention grabber significantly enhances the value of each printed piece as a marketing vehicle.

QR Codes also give marketers the ability to track response rates and modify their marketing campaigns to increase ROI. QR Codes can be used to route interested prospects to a landing page to collect additional information and provide more information to setup the next steps in a multi-touch/multi-media campaign.

Do People Really Use Them?

According to a recent study conducted by Pew Research, it is estimated that 42% of Americans now own and use smart phones on a daily basis. Many of these smart phones already have QR Code readers built in or have Apps that can be downloaded to support QR Codes.

Recent research done on consumer awareness of QR Codes offers additional evidence of a large adoption trend. According to a recent study conducted by QRaware over 52% of consumers have seen and heard of QR Codes, 28% of consumers have actually scanned a QR Code, and 6% of consumers claim that a QR Code led to an eventual purchase.

While these statistics may not be earth shattering, when they are compared with the fact that Mobile Marketing spending grew over 600% in 2010, QR Codes represent a growth segment ready to be tapped by forward thinking marketers.

The Real Value In Integration

The main focus of your use of QR Codes should be on how this tool integrates the different marketing channels you use into one cohesive marketing message. When marketing there should no longer be a divide between print and digital media. QR Codes provide a transparent loop that allows each medium to build off the other, which strengthens the value of both.

For more information about the relevance and use of Quick Response Codes in your business environment please contact:

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In addition the benefit of redirecting Smartphone users from your main site to a mobile version so that your company gets the most from every visitor, you can also use QR codes to drive additional traffic to your site. Below are some industries and sample usages.

Professional Firms:

QR Placement: Business Cards, Print Collateral, Marketing Initiatives.

When Scanned: An employee business card can provide a bio and then connect to the rest of the organization; a brochure can connect to an online view of company services or corporate videos; a marketing piece can connect to a newsletter subscription, or registration for an event.

Retail:

QR Placement: In-Store Shelf Tags, Product Labeling, Direct Mail, Flyers, Brochures, Print Advertising, Window Sign.

When Scanned: Access product information or catalog, drive and connect with social media, join newsletters, check store hours...

Manufacturing/Agriculture:

QR Placement: Product Packaging and Print Collateral.

When Scanned: Assembly Instructions, Social Media, Product Information, Product Registration, Product Catalogs or Videos.

Hotels:

QR Placement: Key Jackets, Proposals, Print Collateral & Advertising.

When Scanned: Booking, Address and Room Details, Conference Information, Menus, Amenities & Outlet Information, Pool Hours...

Restaurants / Bars / Lounges:

QR Placement: Menu's, Table Talkers, Coasters, Print Collateral and Advertising.

When Scanned: Wine Pairing, Ingredient Information, Take Out Menu, Welcome Videos, Event Calendar, Promotions, Social Media, Server Bio...

Tourism / Festivals / Events:

QR Placement: Direct Mail, Brochures, Signage, Business Cards.

When Scanned: Promotions, Social Media, Event Calendars and Details, Join Mailing List, Welcome Videos...

Sports Teams:

QR Placement: Game Day Programs, Posters, Flyers, Banners, Direct Mail...

When Scanned: Player Interviews, Game Highlights, Social Media, Game Schedule, Promotional Coupon...

Real Estate / Home Builders:

QR Placement: Business Cards, Direct Mail, Print Advertising, Signage.

When Scanned: Listing Catalog, Listing Details, Newsletter Sign-Up, Free Home Evaluation Forms, Floor Plans, Video Home Tours...

Auto Dealers:

QR Placement: Vehicle Tags, Flyers, Direct Mail, Print Advertising, Business Cards.

When Scanned: Vehicle Details and Videos, Booking Test Drives, Associate Information, Hours of Operation, Financing Applications...

Financial:

QR Placement: Print Collateral, In-Window Signage, Print Advertising, Client Communication Material.

When Scanned: Applications, Product and Service Offerings, Community Involvement, Promotions...

The purpose of QR codes is to move people from printed media to the internet via smart phones.

For more information about mobile websites please visit us online at sunbeltmobile.com, or scan the QR code below with your smartphone to see the difference!



Sunbelt Mobile, a subsidiary of Sunbelt Graphic Systems, is focused on effectively and economically connecting businesses to the mobile world by creating engaging, interactive websites designed specifically for mobile use.

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