



# Integrating **QR2D** Codes Into Your Marketing

- What is a QR2D Code?

A QR (Quick Response) code is a two-dimensional matrix barcode, similar to a barcode used in retail to scan items and track inventory, which can hold up to thousands of characters of information.

- Who uses QR Codes?

They were invented in Japan and have been used there for over a decade, and the United States has recently adopted the use of this technology. According to a recent Modern Marketing survey, there are currently **63 million** smart phone users in the United States and from those users **32 percent** say they have used a QR code and **70 percent** say they will use one again. Also, **72 percent** of smart phone users would be likely to recall an ad with a QR code. QR readers come pre-installed on Android smart phones and Iphone users can choose from several free apps to download, so using QR codes is easy and convenient for consumers.

- What can you do with QR Codes?

There is a range of different information sources you can include in a Code. In a QR Code you can include:

- A URL link to take the user anywhere you want on the web (this could be your website, a Facebook or LinkedIn page, Twitter account, a Youtube channel, etc.)
- Contact Information- instead of passing out business cards, the QR codes can automatically insert your information into the scanning phone's contact list.
- Event Information- Automatically insert an event into the phone's calendar
- Email, Phone or Text- Directs the phone to automatically compose an email, dial a phone number or compose a text message.

- Geo Location- Automatically links the phone to a Google Map location.
- For coupons and deals- reward the customer for their interest with 10% off a purchase (for example)
- How exactly do QR Bar Codes work?

When scanned with a smart phone they can connect the user to a unique location on the Internet, download specific information directly to the phone or activate a number of phone functions including email, IM and text messaging. For example, a local restaurant looking to hire might have a barcode that directs a customer to a webpage with the job opportunities listed for that store.



- Why use QR Codes in marketing?
  1. QR Codes are a great way to engage current and potential customers
  2. QR Codes can conveniently provide additional information including photos, reviews, directions, events dates and times, etc.
  3. The results of a recent Google study show that Smartphone users are extremely action-oriented. In fact, “90 percent will act on their search by calling or visiting their business they were searching for so they can make a purchase.

According to the Social Media Examiner, “The ability of QR Codes to connect people with each other and to multimedia digital content is very useful for businesses and consumers alike.”

- How can you creatively use QR Codes to communicate and market to consumers?

A QR Code can be placed almost anywhere. You can use them:

- As a part of a personalized direct mail piece
- Inside Business Newsletters

- In Invitations
- As an Email Signature
- On Posters or Signs
- On Envelopes
- In Brochures
- On Business Cards

You'll definitely make your marketing stand out with this new technology. According to the Better Business Bureau, "QR Codes are the fastest way to get your tech-savvy customer to your business' website."

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