

Using QR Codes to Market Your Product or Service

You may remember when barcodes were introduced as the latest technology for tracking products. Today's new tracker is called a QR Code which stands for Quick Response. These QR Codes seem to be everywhere from event tickets, conventions, websites and even real estate yard signs and are the newest technology to help businesses link the physical world to the cyber world and market their products and services.

Using Smartphone technology, people can scan a special QR code and have their smartphone connect to a website, download an MP3 file, watch a video, download vCard contact and more.

To read a QR Code, you need a Smartphone equipped with a camera. With this phone you also need a QR Code scanner app. Many are free on iTunes, or the Android App Store. Some examples are QRazy, Quickmark and i-nigma.

Once you have the app installed you can start to scan these codes. Simply open the app, hold the phone's camera up to the code and it should automatically scan the code. The phone will then take you to the mobile site, video, contact information or other.

There are literally thousands of ways one could think of to use QR codes to market your product or services. Here are just a few ideas how to link your printed marketing material to your online marketing:

- from your business card to your Facebook profile
- from an artist's show opening flyer to an online portfolio
- from your flyer to a coupon for %10 off the first visit
- from a movie poster to a video trailer
- from your giveaway coffee mug to a promotional landing page
- from your business card to your Twitter stream
- from your newspaper ad to an online review of your business
- from your post card to your fan page
- from your mailed letter to a donation site
- from your website to a survey or petition page
- from a musical band's gig poster to an mp3 of their best soundtracks



Example of a QR Code

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