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Six things marketers need to know about QR codes



The fact that mobile marketing is taking the world of digital marketing by storm is no more open to debate. The concept of SoLoMo – going Social, Local and Mobile – is becoming more popular by the day and indicates that the shift from wired devices to wireless may be more expedited than gradual.

"The intent of digital marketers is rather clear but when it comes to actual implementation of mobile marketing, marketers find themselves searching for viable platforms and tools," said Avijit Arya, Chief Mogul, Internet Moguls.



Of all the tools, the intrinsic role played by QR codes in all mobile marketing strategies is of crucial importance. For the uninitiated, QR code refers to Quick Response Code which is a type of matrix barcode with little black squares on a white background and can easily be read by scores of devices, smartphones and tablets included. For mobile phones and tablets, which form an integral part of any mobile marketing campaign, QR codes are helpful in driving traffic to your portal from offline as well as online channels.

Once a user scans the QR code, the device can detect the web URL embedded in the code and launches the browser to take a person to the desired web location. This could be your mobile website, mobile portal, microsite, social media channels, promotions/offers page, sign up page, etc.

So, the technology is there but how do you effectively use it to maximise your reach and revenues?

- Ensure all your offline content (print ads, flyers, posters, stickers, standees, stationery, etc.) contains QR code to your website/social channels or any portal you want to direct traffic to. A mere scan of the image will let users visit your portal.
- Ensure all online content, channels and platforms have QR codes to your mobile platforms so people planning to move from their desktops and connect with you on smartphones can click, scan and go mobile within seconds.
- Use QR codes to run discount/offers to a specific target audience, like your Facebook fan base so that you can directly assess how many of your Facebook fans are actually dining / staying at your property. Each person scanning the code will let them navigate to a page which can only be visited through the QR code.
- Call to action can be integrated in QR codes so you can run campaigns where people scanning the code directly prompt their phones to make a call to you or launch their e-mail window to connect with you.
- Increase 'likes' on Facebook page by letting your diners scan the QR code while dining by offering a small freebie. There's a world of a difference between typing a URL and simply scanning a QR code.
- Bridge the offline/online gap as offline 'engagement' can be tracked by number of scans of a particular QR code printed offline.

In essence, QR codes combine the power of offline and online marketing while letting you track the engagement levels with accuracy. With smartphones catching up in India, there's a huge audience who want to flash their phones and scan everything they see but cannot be cajoled to type long URLs to visit your portal. Easier the process of engagement, more are the chances of users engaging with you.

The article is authored by Avijit Arya, Chief Mogul, Internet Moguls

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