Beat: Business

QR Code, a great marketing tool available for businesses

Businesses are using QR Code more often

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Nowadays it seems that every day a new online technology is being developed to better facilitate an internet user's experience and the QR code is one that stands out over time. I bet you're familiar with them, right? If not, let's learn more about this great online tool. The initials QR stand for Quick Response and it's considered an evolution of the traditional barcode, however QR codes retain information in two dimensions, so they can store up to 100 times more characters than regular barcodes.

QR codes can be very useful in many types of operations. They are present, for example, in the management of stock inventory, and tourist spots information, product packaging to show nutritional information or other data. The longer it takes to some businesses enter this market, the more customers will look to the competition.

The mobile market is here to stay and companies are already interacting better with their consumers and consequently increasing their revenue. The ease of use of QR readers on smartphones simplifies the decoding and conversion of a QR code into a web address redirecting the user to specific URLs, advertising campaigns or social media pages.

How can it help my company?

QR Codes can be used in various spheres of your company, from the production line to the point of sale. In the marketing area, it has been increasingly associated with interactive campaigns, which help to integrate online and offline marketing in both a dynamic and differentiated way.

For example, they can be used on business cards showing personal data or in a creative way to drive traffic and connect with your audience, especially now that it's use has been increasing approximately 30% year over year. Thus, consumers who interact with your advertising offline can take actions on the internet, such as signing up for a newsletter, participating in a raffle, enjoying social media or accessing a website with more information about products and services.

With a QR code, you can transmit messages, information, tips, or any other content related to your company. QR codes can contain text, a link, a GPS location, a contact info like email, a phone number, an image or much more.

Due to the pandemic, some restaurants decided to retire their conventional menu altogether, replacing them instead with a tabletop QR code that directs the guests straight to their online menu. More convenient and safe for customers, right?

More than using modern technology, you need to think of ways to use QR Code strategically where you can bring real benefits to your brand and business. Since a QR Code license is free, anyone can generate one of these codes. But remember to use your QR code thoughtfully, and to integrate it with your marketing campaigns and message. It's always best to analyze your audience, be creative and track and measure your results.

At About Marketing Services we can generate QR Codes with the perfect content for your consumers, making them more efficient and effective. Send us a message today and let us take your business to the next level.

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