Getting Creative with QR Codes by Gaurav Sinha

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With technology playing a much larger role in multiple functions of any business organization, it has become more important for managers to understand the extent to which modern day tools can be leveraged for the benefit of automation of these processes. Among the various functions of a business, marketing and promotions is among those that have made a major shift if execution styles and modes of reaching out to audiences.

QR codes are among the fastest growing marketing tool which acts as the perfect link between the offline and online world. Today, most smart phone users can easily scan these codes and get directed to specific links that are designed to engage audiences for a particular purpose.

To be able to stand out among a clutter of marketing plans which are targeting the same audience as yours, it is crucial for you to get creative with these tools and appeal to your segment on a different level all together.

1. Outdoor Promotions on Public Transport:

Placing posters and print communications at key areas of bus, train and subway stations enable audiences to scan the QR codes while they are waiting. This is a simple yet innovative way to engage people.

2. Placing them next to Showcases:

This is very much implementable in product conventions and shows such as Auto Expos and Jewelry Conventions where specifications of the product being showcased can be stored on a code that is placed right next to the showcase open for audiences to scan and go through.

3. Printing the Direct Mail:

Companies could make effective use of all their print mailers and emails to incorporate their QR codes which could link recipients to online pages which could be customer satisfaction surveys, information on new products, schemes and promotions etc.

4. On the Product or Packaging:

The simplest and most obvious place to print your code is on the product itself or on its packaging. The code could help customers gain access to information such as user guides, contact details of customer care, and even interesting tit bits on the product which would be interesting in case of wines, antique pieces, etc.

5. The Tourism Space:

The tourism industry can make interesting use of this system to communicate with travelers at various points whether you are a museum or simply a tourist city that wants to keep their tourists informed. Integrating these codes with Wikipedia pages or Google Maps help travelers to gain more information on the story behind the place and even find their way around the popular spots without any worry.

There are no limits to the possibilities offered by QR Codes and the things that you can do with it to

engage audiences of all ages and demographics. With the surge in use of smart phones, scanning the code is easier now than ever. In addition to the creative solutions offered above, marketers in the gaming industry, hospitality sector, and even event management can maximize this innovative tool for the benefit of communicating, sharing and engaging existing and potential customers.

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