

BWP
MARKETING GROUP

Mobile Marketing
Solutions



QR Code MARKETING

for Local Businesses



(289) 803-0314

QR Code Marketing for Your Local Business

Your local business has a powerful new ally – “Quick Response” codes, dreamed up and created in 1994 by the Denso Corporation, Japan, to track vehicles manufactured by Toyota.

QR codes quickly became the latest fad in Japan, quickly expanding way beyond mere vehicle-tracking uses. The west was much slower to catch on... until the mobile explosion of recent years. Now, savvy local business owners are using them to capture not just leads but spur-of-the-moment sales and new customers. They have discovered that QR codes are...



- Easy to use
- Trending
- Irresistible to mobile addicts

And what's the latest trend in local shoppers? Locating businesses – and deals – with their SMARTPHONES!

In fact, as a marketing strategy, QR Codes may not be as “new” as you think: You see them everyday and they are now in wide use across North America and Europe by major corporations to increase quality leads, conversions and sales.

Now this powerful link the mobile habits of smartphone users is within reach of small local businesses. If you aren't yet using QR codes in your marketing strategy, you may be missing a tremendous opportunity to increase your visibility with your local customers and prospects.

Worse – this “hidden” customer demographic will be moving towards your competitors who are offering QR code deals, rewards and information.



How QR Codes Work

QR codes are nothing more than square, graphic barcodes your customers or clients can scan via a free scanner app they have downloaded to their Smartphones.

When you create a QR code and your clients or customers scan it, they are taken to a compelling message for a special offer, event details, contact information or just about anything you want your prospects to see.

A QR code can store an incredible amount of data – and take your customer where you want them to go incredibly quickly. It can store over seven thousand **numerical** characters and over four thousand **alphabetical** characters.



But the technicality of QR codes shouldn't be half as interesting to local business owners as the psychology: **Emotional and neurochemical rewards** provide the reason Smartphone users take to QR codes like ducks to water.

The curiosity factor can be incredibly effective in increasing conversions – and why QR code use quickly becomes habit-forming.

Psychologically, QR codes operate on the same principle as computer games such as Farmville, Bejeweled, Mahjongg, and so forth: They're addictive.

Clicking on a game component – or scanning a QR code – results in an instant, tangible reward such as a **deep discount (in the case of QR codes)** or free virtual item (in the case of an online game); both of which release endorphins (the “feel good” neuro-chemical) throughout the user's brain.

Think about how effective the non-digital counterpart of peeling a prize sticker from a fast food drink to reveal your reward has been used successfully over the last several years.

QR Codes also make people **feel smarter** than their non-QR-savvy peers. Smartphone users have discovered these little barcodes can make life easier, less confusing (unlike other technology, which usually brings more complication)... and less costly.

In other words, using QR codes results for both you and your clientele/customer base in tangible, measurable, immediate rewards – not just in emotional rewards, as in computer games.

Who Should Use QR Codes in Their Local Business?

If you already successfully use coupons, discounts, a loyalty club, contests or event-type promotions, QR codes can magnify your results and increase your customer/client base.

They are also ideal for attracting “pre-sold” customers – those at the actual point of actively seeking stores or businesses like yours, precisely because they’re ready to purchase or invest in what you’re selling.

And, of course, QR codes are a “must” for those whose customer/client demographic base are heavy Smartphone users.

Retail businesses in particular are ideally situated to QR code strategies. These types of businesses can include:

- Restaurants
- Salons and Spas
- Pizzerias
- Daycares
- Auto Repair
- Real Estate

And more. In fact, if you own a retail store, service business, restaurant that relies on Local Consumers picking you the QR codes can be your new Secret Weapon!

Service and skills-oriented business models have proven they can successfully benefit too. This includes:

- Dentists
- Chiropractors
- Massage therapists
- Fitness clubs (and coaches)
- Computer repair shops
- Bookkeepers
- Lawyers



In short, almost any type of retail, medical or service-oriented business can benefit from the creative use of QR codes, using them for everything from providing instant contact information to awarding spot prizes.

And you can put the QR code to be scanned on almost every surface – fabric, cans, billboards, glass windows, paper, vehicles – even human skin. All your potential customer has to do is scan the QR code with his Smartphone.

You can dream up QR code campaigns unique to your specific business USP and ideal customer.

Successful QR Code Uses

1. **Restaurants** – QR codes are ideally suited to local restaurant promotion, lead generation and conversion increase. Not only can you provide Coupons through your QR codes but you can also send your potential customers to other types of links:
 - **Loyalty “clubs”** – Use your QR codes to send customers to Rewards via text message (or to sign-up forms for your Monthly Reward club). The added bonus? You can guarantee people



eat at your restaurant – and pay you a small monthly sum in addition to meal costs, in order to belong to your elite club.

- **Daily or Weekly Specials** – Don't underestimate the appeal of customers being able to instantly find out what your daily special might be. Often, being able to instantly find out is the difference between a customer choosing your restaurant – or your competitor's!
- **Videos** of your buffet, specials, specialty dishes, interviews with chefs.
- **Special Event Promotion** – Let your customer know a special event is coming up – and what's in it for her.
- **Nutrition facts and charts** – perfect, if you're a specialty restaurant catering to those with unique dietary needs, such as diabetic cooking, vegetarian, ethnic or macrobiotic.
- **Recipe Sharing** – One way to use QR codes effectively: Offer recipes for special holidays or seasons via your QR code. (Be sure to include one "signature" recipe from your main menu, if possible.) Sharing creates a feeling of bonding: People have been invited into your inner circle and you have gifted them with your secrets.
- **Menus** – Let people access your menu instantly and decide in advance what they want for dinner. Remember that most Smartphone owners are (a) addicted to their devices, and use them for "everything"; and that this demographic typically does things on the fly, always looking for instant information and time-saving strategies capable of adding more time to their day. Better yet, create a separate QR code for your Take-Out menu, if you have one, and let people know they can instantly look up take-out food on their Smartphones.

Let your current customers become your greatest viral marketing funnel. QR codes and the special offers they point to make it so easy.

Think about it. How often do you think your prospects take the time to share a print coupon? I mean, think of a friend, cut out the coupon, put it in

an envelope and put a stamp on it. Or even sticking it away in their purse, wallet or glove box to give it away the next time they meet.

With QR Codes and the Special Offers and information they deliver can easily be forwarded to multiple friends and family members with the click on an email or shared on Facebook, Google Plus and Twitter.

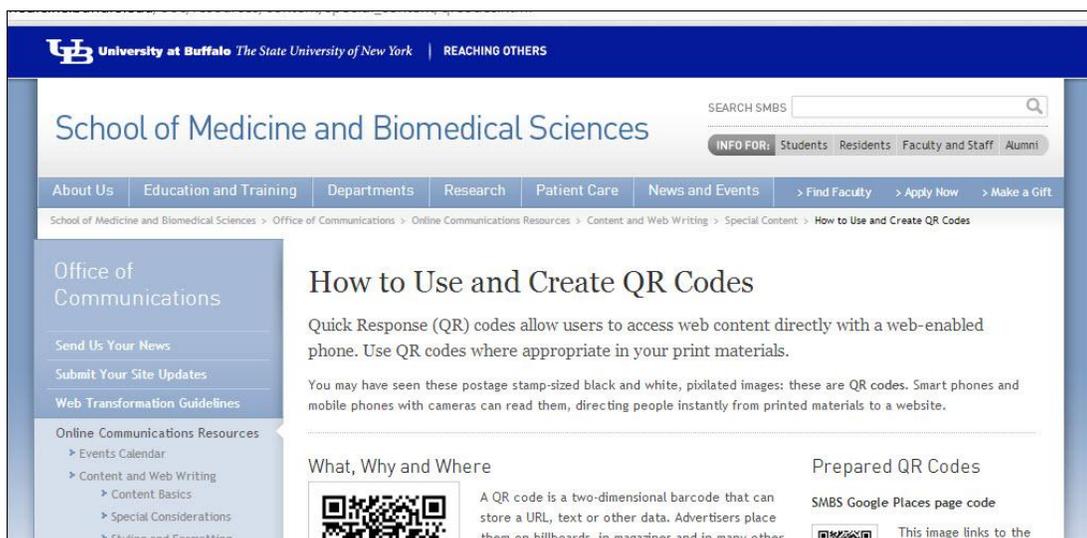
You can get creative with how you display your QR Codes. Put them on your delivery vans, menus, store windows, signs and products, print ads and coupons... and especially on your Facebook or Google Plus Page.

2. Medical Offices – Many savvy Medical professionals have also embraced QR code marketing and management – especially in the United States, where medical professionals often have to compete fiercely for business.

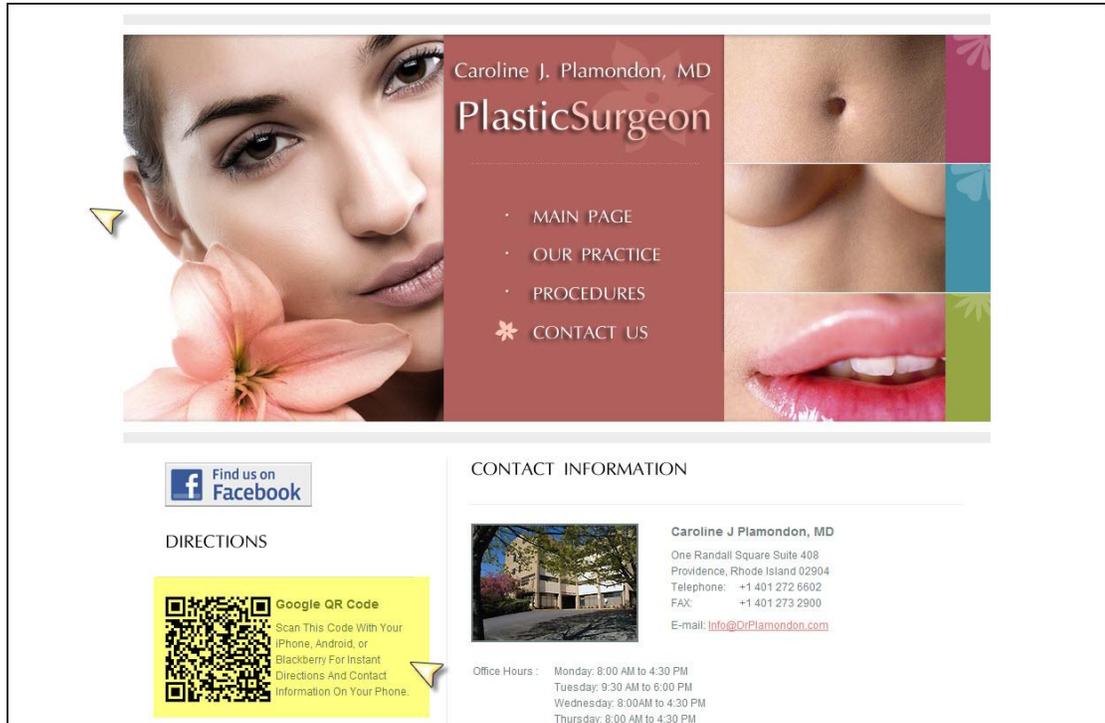
Here are some uses documented online:

- Instantly provide wound care, nutrition plans, medication fact sheets, etc.
- Emergency contact information
- Location, maps, directions

In fact, QR codes are becoming so widespread within medical circles, the University of Buffalo's School of Medicine and Biomedical Sciences provides instructions for their use.



One branch of the medical profession quick to embrace QR codes in their marketing and branding is plastic surgery. A high proportion of clients' lifestyles also include Smartphones, and QR codes allow an edge to plastic surgery practices that utilize them:



Related fields also have embraced QR codes, including:

- Dental surgeons
- Massage therapists
- Chiropractors
- Aestheticians
- Alternative health specialists

While it's true that the medical profession seems to use QR codes mostly to (a) save time (b) make patient instruction easier, some even use QR codes for out-and-out promotion, using messages such as "Save \$100 off any surgical procedure with [QR code]".

3. **Real Estate** – QR codes have become quite the game-changer in the real estate industry. Instead of waiting for agents to return messages, or looking for information sheets in flyer boxes that are empty, potential property buyers can instantly scan QR codes on real estate signage, instantly accessing information such as:

- Listing details
- Virtual tours
- Price
- More contact information



In short, whatever “reward” or incentive the agent feels most appropriate to the type of client she is looking for (the sort most likely to buy).

For example, **virtual tours** are better suited for high end properties or those with unique features that might give them an edge over similar properties... whereas **straight listing information** is better suited as the “reward” for clients looking for starter homes or commercial properties, where price is both the starting point and the bottom line.

On the emotional side (never to be under-estimated), providing instant information via QR code can **create an instant bond** with potential customers ideally suited for your listed property. You’ve

given them what they wanted... on the spot! And that feels like Service with a capital “S”.

Don't stop with “For Sale” signs, however: If you are a real estate agent, put QR codes on your:

- Business Cards
- Flyers (especially those inserted into plastic sleeves on or under “For Sale” signs)
- Follow up emails, snail mail, postcards
- Promotional refrigerator magnets

You can use these to provide more in-depth contact information, send potential clients to your website or YouTube video, connect them with your Facebook or Twitter Pages and profile; or provide them with any other information you think would be ideally suited.

Be choosy, however: Focus on what that ideal client would most like to see – not on what you want them to know.

4. **Salons and Spas** – One other area of retail that seems to have found QR code marketing effective is the Salon/Spa industry. Getting special deals seems to be the big motivator for Smartphone-wielding clients.

If you own a salon or spa, use QR codes to:

- Give coupons or discounts
- Offer “V.I.P” services and specials
- Let clients know about upcoming events, new staff members, new services
- Allow clients to book appointments
- Ask for feedback



5. **Schools and Daycares** – Parents that have school-aged children are in one of the highest demographics of smartphone users.

Just think how effective QR Codes could be in replacing stacks of paper notifications like:

- Weekly lunch menus
- Field Trip Schedules
- Special events
- Holiday schedule

The Reward Principle

We've talked about the emotional rewards of an instant, tangible result and a less tangible, chemical reward with the release of endorphins: But instant gratification is not the only reward QR codes can endow.

QR codes can allow the user to feel that he is...

- Smarter than his peers
- Receiving something “exclusive” (and others aren't)
- Having more fun dealing with your business
- Part of a special community
- Saving precious time
- Getting greater value
- Saving money

Understanding which of these particular benefits makes your ideal customer or client “tick” is crucial to making sure you not only provide the right reward, but present and position it the “right” way.



Do this successfully, and your QR codes will always work well for your local business.

QR Code Ideas for Local Business

Here are just a few proven, successful ways you can put them to use in your business...

- ✓ Treasure Hunts (give text clues in print ads, flyers, etc.)
- ✓ Quizzes – with coupons or discounts as a reward
- ✓ You Tube Video Link
- ✓ Trivia Question (with reward)
- ✓ Resource Link – allow your clients to instantly access valuable resource apps or databases
- ✓ Blog link
- ✓ “Question of the Week”
- ✓ Buzz creation – Drive people to social media (e.g. your Facebook or Google Plus Page)
- ✓ Printed on “Thank you” postcards or note cards
- ✓ Lead generation – Drive people to your website or newsletter sign up
- ✓ Contact sheets
- ✓ Business cards, flyers and other promotional material and stationery
- ✓ Instruction sheets
- ✓ Information sheets
- ✓ Track user interaction patterns or lead conversion
- ✓ Send users to text messages or phone numbers, as well as to websites or video links





Six Crucial Steps to Always Observe:

When using QR codes for your local business, always make sure that you...

1. **Optimize for mobile** any website, landing page or coupon you send people to with your QR code!
2. **Tell people what you want them to do** in the information you share via your QR code. Click to call, show this to your server...
3. **Choose the most emotionally and tangibly satisfying** “reward”
4. **Claim all directory listings** in public or retail/commercial directories – you may not even know these have been created by third-party sources such as FourSquare. (Simply Google your business name + “QR code”).
5. **Test** your QR code!
6. **Track** your results

(After all, the best campaign in the world won't reach maximum effectiveness unless you track and tweak.)

QR Codes Aren't Going Away

In fact, they are rapidly becoming the expected norm among retail clients, home buyers, patients and consumers of all ages, shapes and sizes. (The only common denominator? Habitual use of a Smartphone.)

So what's your client demographic? Are they Smartphone users?

More important: Are there Smartphone users you are missing, through not using QR codes?

Find out now!

Call for a free consultation and let's find out exactly how your own unique QR Code Marketing Campaign can help your local business today!

BWP Marketing Group

Greg Park

(289) 803-0314

bwpmarketinggroup@gmail.com

www.qr007.com

