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## **What are QR Codes and why are they important?**

BlueFin Agency

QR codes or Quick Response codes are popping up everywhere. They are in most every magazine, on business cards, posters, and even popping up on store shelves and coupons in grocery stores. You see them everywhere, so what are they, and can you or should you implement them for your business?

QR code technology provides a user the ability to learn more about something they are interested in instantaneously. The user scans the code with his/her smart phone and it takes the user to the code providers website. The user now has instant access without having to type a lengthy website address. The provider of the code now has the ability to target content, and send users to specific pages within their website easily. By utilizing QR codes, providers are now able to track print advertisements, and deliver users to the spot on their site that addresses that content.

QR codes provide significant opportunities for organizations to expand their marketing message or product descriptions beyond what is available in print or on promotional items. If your organization has: coupons, menus, product catalogs, etc, there is significant value in offering an option for users to access your site and make a purchase on the spot. The QR codes create an additional opportunity to engage the user once more before they turn the page.

Although the technology provides endless opportunities in linking back users to your site, it does have its flaws. The primary flaw is that the technology is not yet a standard like a camera. Smart phones don't come with QR scanner technology installed. The user must download a scanner app, and depending on the app's usability, the successful transition of that user is determined. The amount of people currently using this technology is also not widespread, yet. According to Forbes.com, women use it the most at 62%; 35 – 44 year olds use this technology the most with it appearing on more packaging for products within this age bracket.

As small businesses look for real ways to track the success of their print advertisements, using QR codes to drive traffic to your site now gives you an option. Providing users with instant access to your company for online ordering, scheduling or enhanced product descriptions creates new opportunities to reduce administration costs associated with these tasks. Brick and mortar retailers now have a more focused opportunity to expand their online sales and more accurately track the success of catalog mailers. Real estate professionals can now expand on home descriptions and include more detailed information within their listing in trade magazines and on-site. Depending on your specific demographic, the opportunity to include and prosper from using these codes is significant.

To learn more about how QR codes can help your marketing plans, visit [www.bluefinagency.com](http://www.bluefinagency.com).

The BlueFin Agency is a hybrid marketing agency that provides creative solutions and production support specifically designed to meet the needs and budgets of small business. BlueFin provides big brand awareness for small business.