

QR Codes and Local Businesses



QR Codes (Quick Response Codes)

First created in 1994 by a subsidiary of Toyota to be used for tracking parts in the vehicle manufacturing process.

They are a form of two dimensional graphical type symbols that are used to deliver a variety of information that can be easily read by scanners available in most mobile devices.

QR Codes (Information Delivery)

The two dimensional effect is caused because QR Codes can deliver detailed data both in horizontal and vertical patterns.

Because of the combination of both horizontal and vertical data delivery QR Codes can carry up to several hundred times the amount of information delivered by ordinary bar codes.

QR Codes (Big Business Usage)

Large corporation such as Disney, Calvin Klein, McDonald's, Pepsi, Dick's Sporting Goods, Home Depot and many more use QR Codes.

Types of content delivered include menu nutritional information, new fashion line demo videos, product descriptions and specifications and much more...

QR Codes (Local Business Usage)

QR codes can be used in a wide variety of ways by local businesses as well including:

On Business Cards

Flyers

Posters

Blogs and Websites

Menus

Invoices

Local Cable TV Ads

QR Codes (Local Business Usage)

Social Media Sites
Contests and Giveaways
Product Labeling
Storefront Displays,
Provide Discounts and Coupons
Print on T-shirts and Caps

Imagination and creativity are the only things limiting how a local business can leverage QR Codes to expand their business.

QR Codes (Information Delivery)

Here are some of the items that can be embedded into a QR Code...

Text

Telephone Number

Email Address

Contact Details

Google Maps Location

Social Media

Website URL

SMS Text Message

Email Message

Event Details

Paypal Buy Now Link

iTunes and Video Links

QR Codes (Actions Initiated)

Some of the actions initiated when the previous QR Codes are scanned include...

Connect to a web address

Download a MP3

Dial a telephone number

Prompt your email client with a sender address

Add contact details using (VCARD)

Ad an event using (VCALENDAR)

Play a video

Display a location using Google Maps

Display discount coupons

QR Codes in Action

A college student is standing in front of a shoe store and sees a display promoting a hot new style. She takes a picture of the QR code on the window decal which allows her to access a coupon. She goes into the store and shows the cell phone screen displaying the coupon to the cashier and gets the discount.

QR Codes in Action

A man riding on a bus scans a picture of a QR code on a billboard that is advertising a new restaurant. He is taken to a website where he can browse information including the menu, hours of operation and contact details.

QR Codes in Action

A woman sitting in a doctors office waiting room scans a QR code at the bottom of a local newspaper advertising holiday gifts for pet lovers. She is immediately taken to a website where she can browse the many different items being offered.

QR Codes (Real Life Examples)

QR Codes are being used at bus stops to help people find out when the next bus is arriving

A cheese shop has placed QR Codes above its products that link to short videos explaining how each cheese is made

Qr Codes are even being used on live models at fashion shows that link the scanner to mobile compatible websites with full garment details

QR Code Usage is Growing

QR code activity within the small business community is driven by the use of smart phones.

Many recent studies show that between 15% to 19% of consumers now own smart phones.

That number is expected to nearly double within the next 12 months. It stands to reason that as the number of smart phones grows so will the usage of QR Codes.

QR Codes Statistics

14 Million Americans scanned QR Codes on their mobile phones in June 2011 which represents 6.2 percent of the total mobile audience

Men were 25 percent more likely than the average mobile user to scan QR codes

More than half of all QR code scanners were between the ages of 18-34

More than 1 of every 3 QR code scanners had a household income of at least \$100,000

The Future of QR Codes

It is expected that the average person in any U.S. city will be able to recognize a QR code and know what to do with it by the end of 2012

Approximately 52 percent of smart phone users will use their device to research products, redeem coupons and use apps to assist in their product and services purchases

The Future of QR Codes

In the not too distant future your children will be able to take their grandchildren to visit your grave and with their media device they will be able to scan the QR Code on your headstone.

Even though your great-grandchildren might have never met you they will be able to see photos, read about your life history, and even watch a prerecorded video message from you

QR Code Resources

Here are some places that allow you to create your own QR Codes free of charge.

<http://myqr.co/>

<http://delivr.com/qr-code-generator>

<http://zxing.appspot.com/generator/>

QR Code Resources

For the small business owner that wants to maximize the use of QR Codes these Services that offer tracking analytics.

<http://qrcodetracking.com/>
<http://www.qreatebuzz.com/>
<http://orangeqr.com/>

QR Code Generator Software

Click on this link <http://thewestprogram.com/westqrcodegen.zip>
and “save as”

Go to the destination folder and unzip the westqrcodegen zip file
You will now have a westqrcodegen folder that contains the
software and companion file.

I recommend that you right click on that folder and save to your
desktop for easy access.

You must keep both the software and the companion qr.lib file in
the same folder for it to work.

Sample QR Codes

