

QR Codes and Local Businesses

Brought to you by Bob Yeager and Mike Silva owners of
[The World Entrepreneur Success Training program](#)





QR Codes (Quick Response Codes) were 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 scanner equipment.

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 have come a long way since those early days with businesses around the globe using them to deliver information to their prospective and current clients and customers.

Japan is still the world leader in QR Code usage with all cell phones having the ability to read and decipher them. An example of how widespread and accepted QR Codes are in Japan is reflected in their use as giant billboards on the side of buildings.



Here in the U.S. these codes are scanned using a smart phone app.

Large corporation such as Disney, Calvin Klein, McDonald's, Pepsi, Dick's Sporting Goods, Home Depot and many more use QR Codes to deliver such content as menu nutritional information, new fashion line demo videos, product descriptions and specifications etc. A good example of this can be found by visiting your local Home Depot's power tools section. You will find QR Codes on the descriptive pricing label for each tool.

QR codes can be used in a wide variety of ways by local businesses as well including on business cards, flyers, posters, websites, menus, invoices, local cable TV ads, contests, product labeling, storefront displays, provide discounts and coupons, giveaways, print on T-shirts and many more. Imagination and creativity are the only things limiting how a local business can leverage QR Codes to expand their business.

A few ideas that a small business owner might consider when trying to decide how best to include QR Codes into their overall marketing plan are ...



Storefront displays
Business cards
Brochures
Posters
Postcards
Door hangers
Signage
Point of sale receipts
Product tags and packaging
Menus
Print advertising
The sides or back of vehicles
Tee shirts
Employee name tags
Local cable TV ads
Carry out bags
Social networks such as Facebook

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

Text
Website URL
Telephone Number
SMS Text Message
Email Address
Email Message
Contact Details
Event
Google Maps Location
Paypal Buy Now Link
Social Media
iTunes Link
YouTube Video

Some of the actions initiated when the above 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

Examples of 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.

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.

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 Code Usage is Growing...

QR code activity within the small business community is being 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.

The above statistics are one of the driving forces behind the mobile marketing craze we are now experiencing. If you are marketing products and or services online you will have to embrace mobile marketing strategies such as html5 for blogs, stand alone mobile pages and full websites with both traditional and mobile versions and yes, QR Codes.

One of the more recent and exciting developments in this area is the technology that senses the fact that the visitor is using a mobile device and delivers the mobile version of the page to them.

Mobile Shopping Statistics...

This past Cyber Monday 2011, 10.8% of people used a mobile device to visit a retailer's site, up from 3.9% in 2010. Additionally, mobile sales grew dramatically, reaching 6.6% on Cyber Monday versus 2.3% in 2010 (Source: IBM's fourth annual Cyber Monday Benchmark, 2011)

Sixty-five percent of mobile users said they use their mobile device to find a business to make an in-store purchase (Source: Google, 2011)

Forty-three percent of mobile shoppers have downloaded a retail app (Source: Retrevo, 2011)

Approximately 52 percent of smart phone users will use their device to research products, redeem coupons and use apps to assist in their gift purchases (Source: Acquity Group, 2011)

Sixty-seven percent of consumers planned to make a purchase via a mobile device during the 2011 holiday season (Source: PayPal, 2011)

29 percent of users will look to mobile devices to learn about new products or services, 27 percent will use their handset when making a purchasing decision and 15 percent of shoppers will use their mobile device to make a purchase while in a store this holiday season. (InMobi Holiday Mobile Shopping Study)

More than 33.3 million U.S. consumers already engage in shopping-related activities on their mobile phones, 7%, or 2.3 million, of those consumers have made a purchase on their devices, the report finds (Source: research firm Experian Simmons, 2011 Mobile Consumer Report)

Nearly half of consumers (47%) have accessed customer reviews in store using their mobile device with men (55%) more likely to access these reviews in store than women (39%) (Source: Shop.org, comScore and Social Shopping Labs, 2011)

In terms of the types of information mobile users look for via their devices, 31 percent updates on sales and promotions, 27 percent local store hours and directions, 26 percent product information and availability, 26 percent product photos, 18 percent searching for official retailer apps and 17 percent for customer support.

47% of consumers who have made a mobile transaction in the past year expect the experience on their mobile devices to be better than the experience in-store, 80% expect the experience to be better than or equal to in-store and 85% expect the experience to be better than or equal to online using a laptop or desktop computer (Source: Harris Interactive & Tealeaf Survey, 2011)

Of the 49% of mobile users who have made a mobile purchase in the last six months, 84% look for local retailer info, 82% find online retailers, 73% find a specific product website, 71% learn about a product or service, 68% find the best price, and 63% search before purchasing in a store or from a catalog (Source: Performics 2011 Mobile Search Insights Study, conducted by ROI Research)

Nine in ten young adults aged 18 to 29 own a cell phone, and 20% of these make purchases from their mobile phones (Mobile Access 2010 Report, Pew Internet & American Life Project)

By 2015 consumers will spend about \$119 billion on goods and services bought via their mobile phones. U.S. mobile shopping rose from \$396 million in 2008 to \$1.2 billion in 2009. Forecasted to reach \$2.2 billion in 2010. (Mark Beccue, senior analyst at ABI Research, reported by Internet Retailer, 2010)+

QR Codes Statistics...

The following statistics are courtesy of the ComScore MobiLens Service. You can read the full study results [here](#).

14 Million Americans scanned QR Codes on their mobile phones in June 2011 which represents 6.2 percent of the total mobile audience. Newspapers/magazines and product packaging the most likely source of the QR Code.

A demographic analysis of those who scanned a QR code with their mobile phone in June revealed an audience that was more likely to be male, young to middle-age and upper income. Men were 25 percent more likely (index of 125) than the average mobile user to scan QR codes, representing 60.5 percent of the scanning audience

More than half of all QR code scanners were between the ages of 18-34 (53.4 percent). Those between the age of 25-34, who accounted for 36.8 percent of QR code scanners, were twice as likely as the average mobile user to engage in this behavior, while 18-24 year olds were 36 percent more likely than average (index of 136) to scan. More than 1 of every 3 QR code scanners (36.1 percent) had a household income of at least \$100,000, representing both the largest and most over-represented income segment among the scanning audience.

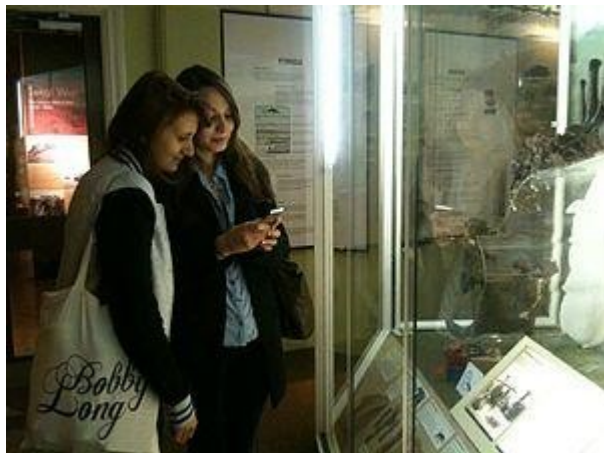
Among mobile users who scanned a QR code on their mobile devices in June, 58.0 percent did so from their home, while 39.4 percent did so from a retail store and 24.5 percent did so from a grocery store. Nearly 20 percent scanned a QR code while at work, while 12.6 percent did so outside or on public transit and 7.6 percent did so while in a restaurant.

Demographic Profile QR Code* Scanning Audience June 2011 Total Mobile Audience U.S. Age 13+ Source: comScore MobiLens			
	QR Code Audience (000)	% of QR Code Audience	Index**
Total Audience: 13+ yrs old	14,452	100.0%	100
Gender:			
Male	8,743	60.5%	125
Female	5,709	39.5%	76
Age:			
Age: 13-17	1,076	7.4%	108
Age: 18-24	2,402	16.6%	136
Age: 25-34	5,317	36.8%	211
Age: 35-44	2,827	19.6%	117
Age: 45-54	1,798	12.4%	68
Age: 55-64	594	4.1%	28
Age: 65+	437	3.0%	22
Income:			
Income: <\$25k	1,193	8.3%	54
Income: \$25k to <\$50k	2,597	18.0%	79
Income: \$50k to <\$75k	2,756	19.1%	96
Income: \$75k to <\$100k	2,689	18.6%	125
Income: \$100k+	5,217	36.1%	13

Location When Scanning QR Code* June 2011 Total Mobile Audience U.S. Age 13+ Source: comScore MobiLens		
	QR Code Audience (000)	% of QR Code Audience**
Total Audience: Scanned QR code with mobile phone	14,452	100.0%
At home	8,382	58.0%
Retail store	5,688	39.4%
Grocery store	3,546	24.5%
At work	2,844	19.7%
Outside or on public transit	1,827	12.6%
Restaurant	1,095	7.6%

Source of Scanned QR Code* June 2011 Total Mobile Audience U.S. Age 13+ Source: comScore MobiLens		
	QR Code Audience (000)	% of QR Code Audience**
Total Audience: Scanned QR code with mobile phone	14,452	100.0%
Printed magazine or newspaper	7,138	49.4%
Product packaging	5,101	35.3%
Website on PC	3,957	27.4%
Poster or flyer or kiosk	3,393	23.5%
Business card or brochure	1,940	13.4%
Storefront	1,850	12.8%
TV	1,693	11.7%

The Future of QR Codes



The adoption of QR Codes is accelerating at such a rate that 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.

The future of QR Codes is not just within the marketing world...consider this example.

A tombstone company is already manufacturing QR Code-adorned living headstones. Using a smart phone mourners and visitors can scan the code off the headstone and get the life history of the deceased.

Taking this a step further...

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 Codes are quickly becoming the gateway between the offline and online world...

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.

By now you should be realizing that your imagination or lack thereof is the only limitation to using QR Codes. The best part about all of this is that you can integrate these codes into your business free and then grow into more sophisticated systems as your business demands.

Hopefully this report has given you enough of an understanding of QR Codes that you find ways to integrate them into your business. Mobile marketing is here to stay and you must embrace it if you are going to be competitive going forward.

QR Code Resources

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

<http://myqr.co/>

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

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

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/>

Your Free Desktop QR Code Generator Software...

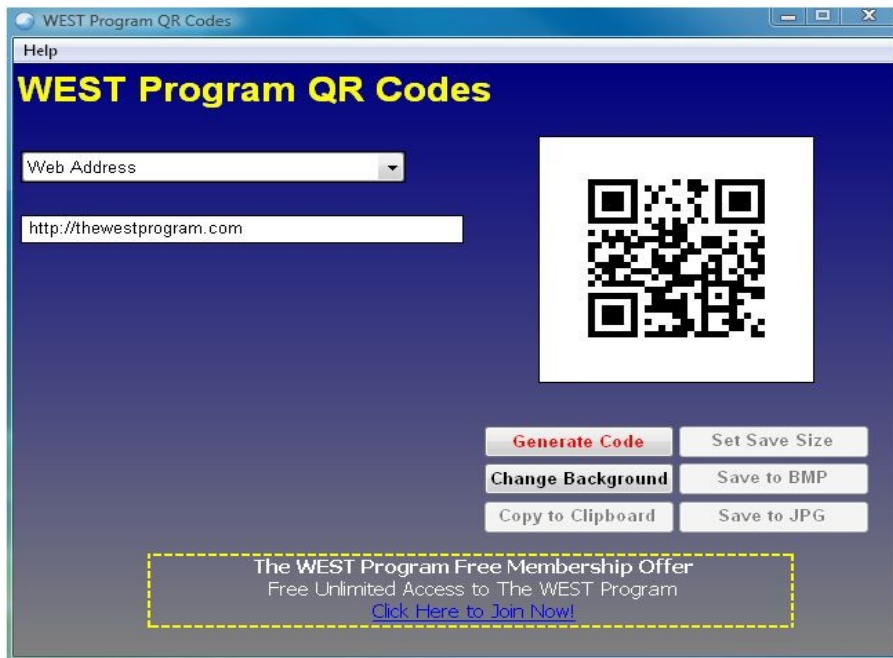
Click on this link <http://thewestprogram.com/westqrcodegen.zip> and “save as”

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.



The W.E.S.T. Program, a \$4997 entrepreneurial success development program is now 100% FREE.

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