

07 benefits of QR codes

Digital marketers and growing businesses



How Qr Codes Are Rockin Businesses Online And Offline

Joe Waters



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Qr Codes & Mobile Marketing for the Small Business Owner Michael Weir, 2010-11-08 This is a very timely book that shows merchants the importance of building a data base of their current customers in order to take advantage of the explosive growth of mobile marketing and QR Codes This book is designed for the store owner who is trying to understand the basics of Mobile Marketing as well as figure out the best way to implement a Mobile Marketing strategy for their business The author shows the business owner how to build their customer data base by providing the tools and training that allows business owners many for the first time collect their customers personally identifiable information email and SMS text numbers so that they can later market to these existing customers with content rich emails and SMS texts that offer coupons and discounts for products and services Throughout the book the author gently prods the reader to use their smart phone technology to scan QR Codes Quick Response Codes embedded within the book to read articles on various websites read portions of other books on Amazon com watch movies on YouTube and read research reports on the explosive growth of mobile marketing This book does an excellent job explaining the changes in marketing methods that will allow the merchants the opportunity to create additional profits by marketing to their existing customer base in a way that they have not been able to do so before The QR Code technology is easy to use and implement The author explains how to build this marketing infrastructure for the do it yourself business owners and also shows the reader how to use his website <http://www.mobilemarketingqrcodes.com> to create the entire infrastructure within an hour This book is a must read for any small business owner who is looking for more ways to drive foot traffic through the front door and add to the bottom line

QR Codes in Print Advertising Rajendra Singh, Hemant Bamoriya, 2013 Last couple of years observed tremendous growth in QR Code usages in advertising worldwide But there is lack of knowledge on orientation of QR Code usage and various trends related to it like linkage with incentives e content encoding etc Further many expert opine that current application of QR Codes in advertising is somewhat causal and ineffective This study attempts a preliminary investigation of above issues in print media using content analysis approach Analysis of data collected over one year in India suggested that consumer goods marketers are predominantly deploying QR Codes majority QR Codes are not linked to incentives and QR Codes are mainly used for informative purpose Analysis further suggested ineffective offline and online application of QR Codes in print advertising At last the study gives important implications for marketers and scope of further research

QR Codes For Dummies, Portable Edition Joe Waters, 2012 Find

out how to effectively create use and track QR codes QR Quick Response codes are popping up everywhere and businesses are reaping the rewards Get in on the action with the no nonsense advice in this streamlined portable guide You ll find out how to get started plan your strategy and actually create the codes Then you ll learn to link codes to mobile friendly content track your results and develop ways to give your customers value that will keep them coming back It s all presented in the straightforward style you ve come to know and love with a dash of humor thrown in Businessess large and small are using QR codes to share product information coupons and special offers and to process payments from customers smartphones This small guide is packed with the information you need to start using QR codes with your business Covers what QR codes are and how to get started plan a QR code campaign create the codes and link them to mobile friendly content Explains code management systems and how to track your results ways to deliver genuine value to your users and how to plan for the future Includes ten cool campaign ideas QR Codes For Dummies Portable Edition helps you take advantage of this hot trend with practical knowledge you can use right away

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QR CODES AND MOBILE MARKETING Michael Simiyu,2014 The aim of the thesis was to identify the benefits of QR codes to retail businesses in Austria and to recommend which strategies they should apply in order to implement them effectively when engaging with their customers The theory part discusses the application functionality of the QR code their growth of usage and perception in the international markets by consumers also based on the literature are factors affecting usage of new technology and acceptance of technology models are also discussed The Unified Theory of Acceptance and use of technology was used as a theoretical framework to study the acceptance of QR codes by Austrian retail consumers Empirical study data was collected by guided interviews questionnaires and focus groups The results showed that there were many different factors affecting the usage of QR codes in Austria like consumers attitude towards technology performance expectation effort expectation and facilitating conditions in the retail industry Also there was a notification of a slight growth of usage within young adults and adults which ranges between the age group of 18 34 years old The conclusions therefore is that in order for Austrian retail consumers to use QR code application they need to be useful and simple to use And also Austrian consumers use them more as a communication channel rather than a source for electronic goods or services This trend also symbolizes that the future of QR codes usage in the retail industry is brighter due to their potential to gain popularity among younger consumers in Austria

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