



*SCAN AND LEARN*

*Scan the QR Code with your mobile phone.*

# Using QR Codes to Reach the Busy, Mobile Consumer

An interlinkONE White Paper

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## What is a QR Code?

QR Codes (Quick Response Codes) are 2-dimensional bar codes that have actually been around since 1994. They have widely used throughout Japan and in parts of Europe. With the increased adoption of mobile phones, they are increasing in popularity in the United States.

## Introduction

How can you catch the attention of busy, mobile consumers? How can you get them to respond to offers before the opportunity is lost? The answer is quick response codes, or QR codes for short.

You've seen them before. They look like black-and-white puzzles or games boards. You may have seen them in magazine advertisements, on billboards, or on the backs of business cards. Although QR codes are typically in black-and-white, they can be created in color, too. They can even include your company logo.

## How Do QR Codes Work?

Viewing QR codes is simple. Simply point your mobile phone camera toward the code, snap a picture, and the software on your phone decodes the image. (On some phones, QR code readers come pre-installed. Others require you to download them.) Instantly, you are directed to a website or a landing page. Or you might be presented with a special coupon offer or see a special text message.

No need to write down anything or type in URLs by hand. Just stop, scan, and view.

Imagine the possibilities.



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- A teenager is standing in front of a clothing store and sees a display promoting a hot new outfit. She takes a picture of the QR code on the window decal and accesses a coupon. She shows the cellphone screen at the cash register to obtain the discount.
- A man sitting on a train snaps a picture of a QR code on a billboard as he speeds by. He is taken to a website, where he can browse the information at his leisure throughout the ride.
- A woman snaps pictures of QR codes at the bottom of a magazine advertisement. Right then and there, she browses different styles, pricing, and sizing information of interest or relevance to her.



We've all heard the expression, "Strike while the iron is hot." Consumers' ability to respond at the very moment you pique their interest has tremendous value. QR codes enable consumers to respond at the very moment you catch their attention. It is no wonder that many case studies show QR codes increasing response rates. By making cellphones the response mechanism, you remove many of the barriers to response.

## QR Use on the Rise

Although many of today's mobile consumers can access the Internet through their phones, QR code use is really being driven by the use of smart phones. The percentage of consumers owning smartphones ranges from 15% to 19%, depending on the study. Many expect that number to double over the next year.

According to comScore, owners of smartphones are three times as likely to use mobile apps and surf the Internet than mobile phone users at large. That means they are more likely to respond to QR codes.

As the number of smartphones grows, you will see QR codes popping up even more places. This means that marketers must spend time optimizing their Web ordering pages for mobile devices. This will help to make mobile shopping as easy as possible, from scanning the QR code to checkout.



## Ways to Use QR Codes

QR codes add value in more ways than just direct sales. Let's look at some of the ways these codes can be used.

### Business Cards

We now have more ways than ever before for people to contact us. It could be by our phone number or email address. It could be through Twitter, LinkedIn, or Facebook. We may even have a blog and YouTube channel.

Rather than cramming all of that information onto your business card, simply embed it in a QR code. Viewers scan the code, and with the click of a button, they can save you as a contact in their phone.



### Coupon codes and promotional offers

QR codes allow you to easily and immediately deliver coupons and promotional offers. QReate & Track lets you produce a QR code easily for each of your unique offers so you can track how each is performing. These codes may direct people to a website where they can redeem the coupon, for example, or present instructions on how to use the discount at a store.

### Event promotion and calendar items

Imagine this . . . you walk into a conference and start reading the brochure that lists the day's events. For each event that intrigues you, instead of circling it on the brochure, you scan in its QR code. The details of that event are instantly added to your calendar. Marketers are also using QR codes to deliver electronic tickets. No more lost paper tickets. Just show your cellphone screen at the door.



## Personalized URLs

Since QR codes make it easy for people to jump from print to the Web, they can increase the success of your personalized URL campaigns, too. Just embed the personalized URL right into the QR code. When someone scans the QR code, they are taken directly to their personalized landing page. interlinkONE's QReate & Track application makes this a snap.



## Marketing Collateral

QR codes can help ensure that companies get the maximum return on investment for printed collateral.

Add QR codes to all of your websites, videos, blog posts, and registration forms. Restaurants are including them on menus. Universities are adding them to speed student access to information. The possibilities are endless.

## Leaders in QR Codes

It is no wonder so many of today's top brands are using QR codes. GMC, The Weather Channel, Best Buy, Ford, Chevrolet, Starbucks, Facebook. All of them are using QR codes to provide information and promote their products.



In fact, one of today's leaders in QR code *advertising* is Google. Google is using QR codes to deliver mobile coupons from its Place Pages, the small display ads for local businesses on Google Maps. As part of the program, advertisers order QR code decals to place in their windows. When pedestrians scan the image, the QR code retrieves information such as a map, phone number, directions, address, reviews, and a link to the store's website. Advertisers can also set up coupon offers through their Google directory page, turning the QR code into a mobile coupon.

What better way to entice someone standing outside a store to come in?

## Measurement and Tracking

Want to maximize success with QR codes? Track and measure your results. QReate & Track makes this easy. It allows you to view the success of your efforts through real-time reporting dashboards.

Among the information tracked . . .

**Number of scans:** Easily find out how many people have scanned your QR codes.

**Activity by the day:** View when people are scanning your QR codes.

**Activity by the hour:** Curious when people are reading your marketing collateral? Or when they most often utilize outdoor signs? QReate & Track's reporting system displays that data to you in chart form.

*Did you know? A recent study from IPG's Universal McCann and America Online found that almost 15% of all media consumption now occurs via mobile devices. That mobile usage is expected to grow by 60% over the next two years.*



**RL-QR**

**HOW TO SHOP FROM YOUR PHONE**

VISIT  
M.RALPHLAUREN.COM  
ON YOUR PHONE'S BROWSER  
OR SCAN THE CODE ABOVE:

1. TEXT RLQR4 TO 29800 OR VISIT M.RALPHLAUREN.COM
2. DOWNLOAD THE READER TO YOUR PHONE
3. SCAN ANY RL-QR CODE TO SHOP INSTANTLY

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INTRODUCING A NEW ERA IN MOBILE TECHNOLOGY

RALPH LAUREN PRESENTS  
SHOPPING RIGHT FROM YOUR PHONE  
VISIT M.RALPHLAUREN.COM OR SCAN OUR RL-QR CODE TO SHOP THE US OPEN COLLECTIONS, READ RL MAGAZINE STORIES AND WATCH RLTV VIDEOS



**Devices being used:** Are people viewing the QR Code from an iPhone? A Blackberry? If so, which model? QReate & Track tracks the models being used so you can optimize the viewing experience.

**Locations of people scanning your codes:** One wonderful thing about printed materials is that they often get passed along to multiple people. With QReate & Track's reporting tool, you'll be able to see just how far around the world your material actually makes an impact. Send a direct marketing piece to Kansas, see it scanned in Japan!

**Return on Investment (ROI):** Creating QR codes and marketing campaigns requires an investment in time and resources. QReate & Track shows how much it costs to deliver leads through these campaigns.



## Multi-Channel Campaign Success

Using interlinkONE's ilinkONE Version 8 dashboard, you can maximize campaign data captured by QReate & Track by comparing metrics across multichannel campaigns. For example . . .

- Did the QR code perform better on the postcard or the flyer?
- How many people typed in their personalized URL by hand? How many used the QR code?
- How many viewed your newsletter via your Twitter post? How many viewed it via the QR code?
- Was the email more effective than the direct mail piece that had a QR code?

## Are QR Codes on Your “To Do” List?

QR codes are one of the hottest applications in the marketing world today. For good reason. They are easy to create. Easy to print. Easy to track.

They are an immediate response mechanism that catches consumers at the very moment of interest. Walking. Reading. Playing. Shopping. Traveling. QR codes take advantage of every opportunity in a big way.

What's not to love about QR codes? They cost little or nothing to add to your marketing collateral. Once people are intrigued, QR codes help them take the next step.

If QR codes aren't on your marketing “to do” list, they should be.

Try it yourself

Scan Me Now!





## About interlinkONE

interlinkONE delivers a software solution that manages all your marketing needs.

Our online, integrated software enables companies to build, manage, execute and measure all aspects of their marketing efforts and initiatives in one solution.

The solution streamlines operations and reduces cost by unifying all marketing communications and initiatives. It brings together the people and processes involved to ensure a consistent message is delivered across all outbound and inbound marketing campaigns. The integrated marketing software solution provides a holistic view of your entire marketing operation.



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