

HOW TO IMPLEMENT QR CODES INTO YOUR BRAND

What is a QR Code?

QR - Quick Response Code

A barcode is a machine-readable optical label that contains information about the item to which it is attached. In practice, QR codes often contain data for a locator, identifier, or tracker that points to a website or application.

Applications include product tracking, item identification, time tracking, document management, and general marketing.

QR code has become a focus of advertising strategy, since it provides a way to access a brand's website more quickly than by manually entering a URL.



LEAD CUSTOMERS TO A WEBSITE

Scanning a QR code can direct customers to any page on a website or landing page, making it simple for one to go to a page directly as opposed to one having to type it in the search bar and navigate through the website. You can even lead customers to a sign up page, making it easier than ever for customers to take action.

E-commerce

QR codes are often placed on packaging or promotional materials, which provide a simple and efficient way for customers to access an online store directly from their mobile device. This also provides an easy way to provide special discount codes to returning clients.

www.BrandingLosAngeles.com



VIEW A MENU

Viewing a restaurant's menu using a QR code has become increasingly popular during COVID-19 times. This essentially eliminates the need to touch a physical menu that is a high-touch surface. Simply scan the QR code and the restaurant's menu will appear on your screen.

www.BrandingLosAngeles.com



QUICK CHECK-IN

(airport, waitlist, medical appointments, etc.)

Most airlines now allow passengers to add their boarding pass to their phone, which has a QR code on it, making it a seamless and quick way to check-in for flights. QR codes can also be used for other check-ins, such as restaurant waitlists or for medical appointments, creating a contactless and efficient notice of being ready and available.



SEND MONEY OR REQUEST MONEY/CONTACTLESS PAYMENTS

You can also send money using QR codes through Cash App, Venmo, PayPal and other finance apps. Instead of typing in a person's username, simply scan their QR code to send or request money.



INVITE TO REVIEW

Many businesses utilize QR codes by inviting customers to leave them a review. Sometimes you may see a QR code decal on the door or window of a business, making it easy for customers to access a review site and leave their feedback.

www.BrandingLosAngeles.com

