



## QR Codes Benefits

### 1. QR Codes bridge the gap between offline & online media

- They are easy to add to offline media such as flyers, business cards, brochures, posters.
- There is a lower risk that the customer will forget the company details, or forget about the offer. QR Codes can help the company to create a quick, easy and direct communication channel with the customer.

### 2. QR Codes enable sharing and building community

- The company promotions or contact details can be easily shared and distributed quicker and cheaper. It is the word of mouth of the 21st century.

### 3. QR Codes for quicker and more efficient engagement & call of action

- The company can have a direct channel that will help them to engage with the customer using personalised video, survey, or offers that can be used immediately in the shop.

### 4. QR Codes contribute to improve SEO and SMO

- By using QR Codes to promote Webpage or Product offers, this will help the company to increase the web traffic to the specific offer or page and consequentially improve the Google rank performance.

### 5. QR Codes can be unique and branded

- Today, companies can personalise the QR Code with their logo, colour, and make it unique. In this way they can create consistent customer's experience, and not lose their brand identity.

### 6. QR Codes can be effectively measured and quickly amended

- Thanks to the live reporting connected to the QR Code scan action, the company can monitor, measure and amend every QR Code marketing campaign in real time.

## PbSmart™ Code Features

### Creation of Customised QR Code:

- Generate and download QR Codes that customers can scan with smartphone, making it easy to connect with customers anywhere, anytime
- Link users directly to an email address, phone number, vCard, website, YouTube video, Facebook or Twitter profile

### Easy creation of a mobile landing page optimised for smartphones linked to the QR Code

- Link your QR Code to a custom mobile web page
- Customize the mobile web page by choosing colours and adding graphics and logos that promote the business
- Include links to the promoted website, phone, email, Facebook, or Twitter to make it easy for customers to get in contact
- Create a mobile business card that can be updated as often as you like

### Integration with major social channel

- Easy integration of the major social media to help to share in large scale the message wants to be promoted

### Email capture

- Create new business leads by capturing email addresses



Scan to see the product in action

### Create marketing materials from templates

- Choose from dozens of design templates or customize it for a personalized look
- Integrated Marketing promotional platform to allow the customer to produce and order QR Code customized items

### Real - time analytics

- Measure your success with real-time metrics like the number of QR code scans, total and unique page views, email captures
- Download captured email addresses to use in email marketing campaigns
- Group and track multiple campaigns more easily with folder management and reporting.

# QR Codes Example to add to the Envelopes

**No-profit** – Scan to donate to a charity

**Retail** – Scan to download a Promotion offer to use in store.

**Application** – Scan to download a new company application

**Restaurant** - scan the code to make a reservation via Open Table , or to call the number to make a reservation

**Restaurant** - take a way menu – scan to download Take away menu or to make an order.

**Restaurant Guide** – include a scan code to launch map/ directions to the restaurant

**New contact details** – scan to add new company details to your phone

**Social Media** – Scan to promote the company Facebook page or linked in profile or twitter account

**Scan to Win** – Scan the code and insert the email for a chance to win – in this way the company can also collect emails.

**Product video** – Scan to promote the last product video

**Event tickets** – Add a QR Code on the envelope containing the tickets for more immediate information, or to share on social media

**Estate Agency or new builder** - Add a QR Codes to your promotion card for easy access property information (location, floor map, price details and option, contact detail, book a viewing appointment)

**Political Campaign** – scan the codes to: volunteer, donate, or see a video of the candidate.



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