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Explaining QR Codes Marketing by [Mary Porter](#)

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QR codes marketing techniques are some of the latest advances in marketing technology and are sure to be the next big thing in digital marketing. Instead of waiting till your competitors are using QR codes marketing why not be ahead of the game and plan your QR code marketing strategy before anyone else.

QR codes marketing stands for quick response codes and these are 2D barcodes that consumers can use to interact with your brand and products which in turn should help to boost sales and generate more awareness and interest in your brand. The 2D QR codes are scanned using an app on a smartphone and the phones camera. Once the code has been read by your smart phone it will link you to the mobile website of the brand. QR codes marketing is set to be the next big thing in marketing and is already proving very successful with companies who have already invested in this technology.

By investing in QR codes marketing you can ensure you are maximising all marketing opportunities and are appealing to the younger mobile generation who now use their smartphones for a multitude of purposes including shopping. Using QR code marketing can offer many advantages to your business.

QR codes marketing can help to direct customers to your website, give them easy and convenient access to special offers, discount codes and vouchers, allow you to download your business contact details direct to the users smartphone, provide consumers with engaging video and music download, give customers information about your products or services, allow them to pay for ticket or product and allow people to make a call or send a text instantly by scanning a 2D barcode.

With all the possibilities that QR codes marketing offers it is easy to see why it is set to become such a successful and innovative way to market your business and keep you at the forefront of mobile technology. QR code marketing needs to be kept simple and offer users an incentive to make them scan the code. QR codes marketing campaigns need to be specifically targeted to ensure they appeal to your intended target audience. The message must have impact and meaning for the group of people you want to attract to your brand.

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