Ultimate QR Success Guide for Marketing Agencies

— by QRCodeChimp

In-depth insights into leveraging QR codes for marketing success and implementing a winning QR code marketing strategy

The more marketing channels an organization deploys, the more its market share increases.

The COVID-19 pandemic resulted in two years of non-stop business disruption in 2020-2021. It led to substantial paradigm shifts in customer behavior, forcing businesses to relook their marketing and customer engagement strategies.

Several marketing trends emerged during this time, the most prominent of which was omnichannel customer engagement. This led to the emergence of phygital or offline-to-online (O2O) marketing, with QR codes being at its front end.

The use of QR codes has skyrocketed over the past few years, and their usage will only grow in years to come. From Starbucks to Walmart to Burger King, several major brands have implemented QR codes to add omnichannel capabilities to their marketing efforts.

Hence, marketing agencies must equip themselves with QR code expertise and solutions to cater to the rising need for a QR code strategy.

This ultimate guide is the go-to resource for marketing agencies that want to offer QR code marketing and management services to their clients. It covers practical applications of QR codes in marketing and actionable strategies to deploy QR code campaigns for your clients.

Guide at a glance:

1. How can marketing agencies use QR codes?

2. Benefits: Why should marketing agencies use QR codes?

3. Best places to put QR codes for marketing

4. Best practices for QR code marketing

5. QR code challenges to overcome

6. Run successful QR code campaigns with QRCodeChimp

7. Use cases: Brands putting QR codes to the right use

8. Summary

How can marketing agencies use QR codes?

Mobile devices dictate consumer behavior in today's era, making it crucial for marketing agencies to devise a mobile-first marketing strategy for their clients.

6.4 billion

Mobile users

3+ Hours

Spends on phone

70% People

use phones for product research and shopping

QR codes enable you to deploy a mobile-first marketing and customer engagement strategy. Let's look at the top applications of QR codes in marketing.

1. Increase website traffic and generate leads

QR codes can help agencies bring traffic to their clients' websites. With QR codes, you can guide offline users to a website and engage them online. It eliminates the need for manually entering the website URL, resulting in more website visits and higher engagement.

IMAGE: Show these steps-

- **User scans a URL QR code**
- **User visits the website**
- **User engages with the brand**

IMAGE: Benefits

* No need to enter URL manually
* Increased website traffic
* Improved user experience

Create a URL QR code with QRCodeChimp

QRCodeChimp lets you create a URL QR code to redirect users to a website or landing page. You can create static and dynamic QR codes and choose from 60+ shapes, stickers, colors, and other customization options.
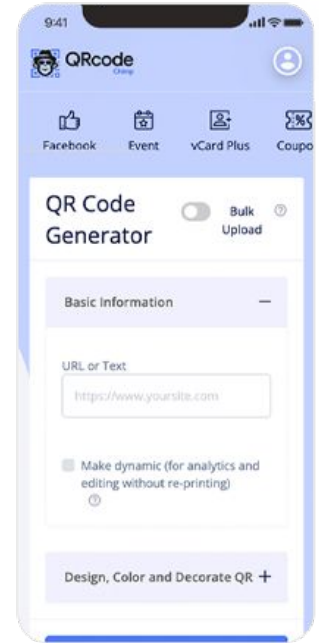
2. Promote digital business cards of clients

Business cards allow service providers, like consultants, realtors, insurance agents, etc., to share contact details and grow their network. If you're marketing for service providers, promoting their business cards is likely one of your key priorities.

However, standard business cards have drawbacks like:

- **People need to manually enter and save contact details.**
- **Cards need to be reprinted if there's a change in the details.**
- **The process of manually saving a contact is prone to error.**

Marketing agencies can use QR codes to add digital capabilities to their clients' business cards. You can create vCard Plus QR codes and print them on the business cards. Upon scanning the code, users will be redirected to a vCard Plus profile page containing the card owner's contact details and other information.
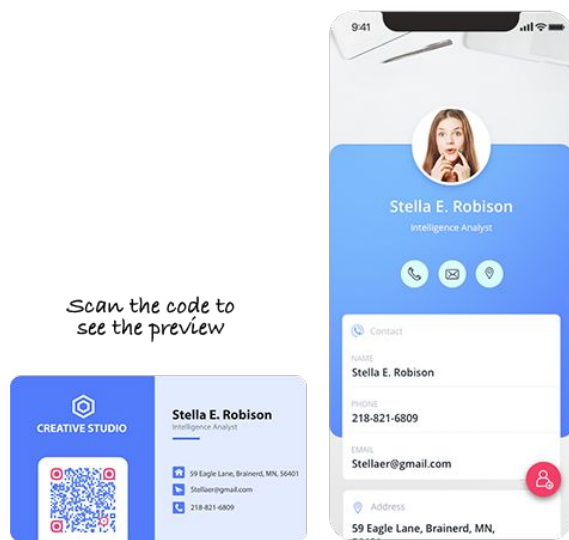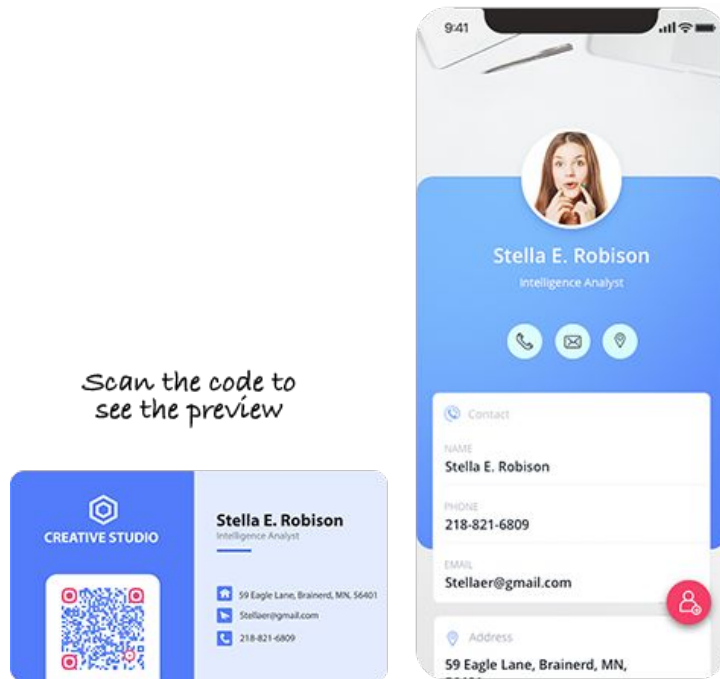

Benefits:

1. **Seamless contact sharing**
2. **Update information in real-time**
3. **Share more information than a standard business card**

Create a vCard Plus QR code with QRCodeChimp

QRCodeChimp helps you create vCard Plus QR codes for your clients. You can create a vCard Plus QR code and link it to a vCard Plus profile page. The profile page contains the card owner's personal and contact information, images, social media links, and web links.

Create Now

Scan the code to see the preview

CREATIVE STUDIO

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3. Boost mobile app downloads

Mobile apps are one of the best channels to reach a mobile audience. Therefore, the mobile economy is booming at a rapid pace.

$935 billion

Mobile apps are projected to generate $935 billion in revenue by 2023.

70%

Over 70% of digital media time in the US comes from mobile apps.

However, getting people to download a mobile app is challenging. Agencies end up running massive advertising and loyalty campaigns to get app downloads.

QR codes offer an easy and cost-effective solution to increase app downloads.

Marketers can share app download QR codes with potential users to increase app downloads. Users can scan the code, select their platform (iOS or Android), and visit the app store to download the app.
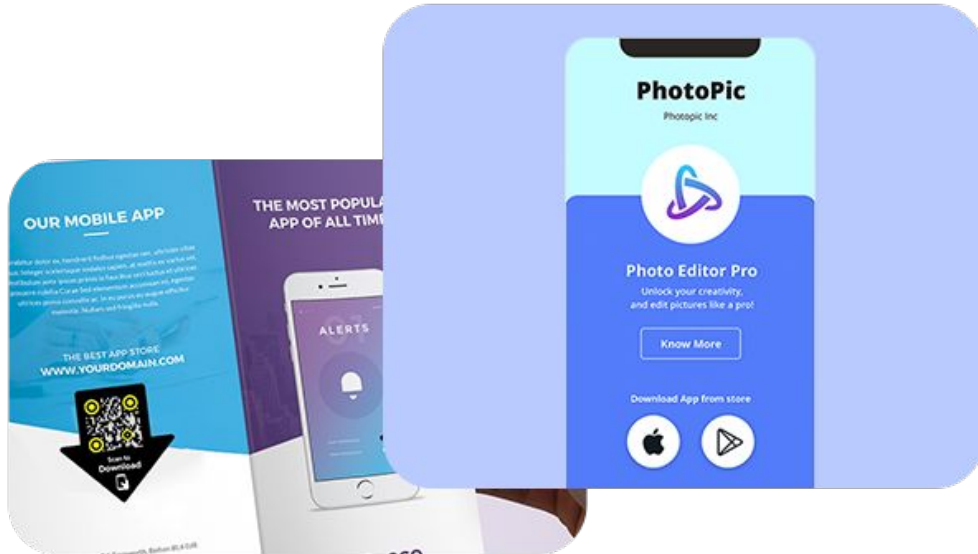
Benefits:

1. **No manual searching for app**
2. **Update download links in real-time**
3. **More app downloads**

Create an App Download QR Code with QRCodeChimp

QRCodeChimp lets you create static and dynamic app download QR codes. The QR code links to an app download page, where you can provide app download links for iOS, Android, and other platforms. Therefore, you can create one QR code for all your app download links.
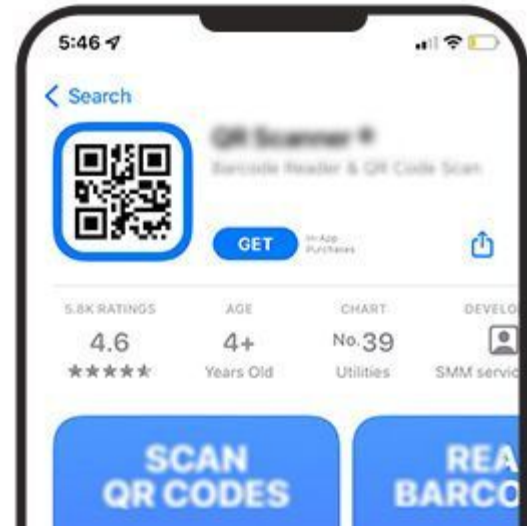
4. Attract feedback and reviews

Getting positive reviews for clients is a major task for marketing agencies.

9/10
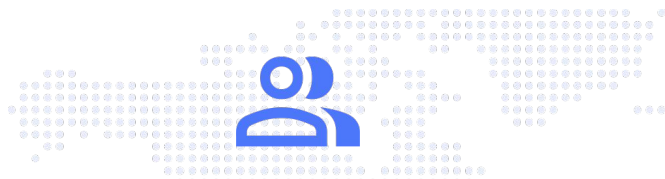
9 out of 10 consumers read reviews before purchasing

79%

of consumers trust online reviews as much as personal recommendations.

Unfortunately, convincing users to leave a review is challenging. Most people refrain from giving reviews because of a lengthy feedback process. Here's where QR codes can help.

A feedback QR code allows marketers to simplify the feedback process and get more reviews. Users can scan the QR code to reach the feedback page. Hence, marketing agencies can use QR codes to help their clients get more reviews.

Benefits:

1. **Feedback process becomes faster**
2. **Get more reviews**
3. **Update the feedback page anytime**

Create a Feedback QR Code with QRCodeChimp

Marketing agencies can use QRCodeChimp to create feedback QR codes to facilitate feedback collection from consumers. You can create feedback QR codes and link them to feedback forms across platforms like Google Forms, WP Forms, etc.
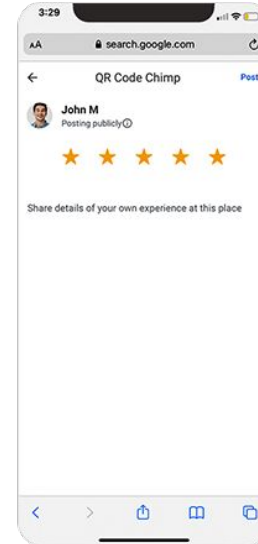
5. Grow your email list
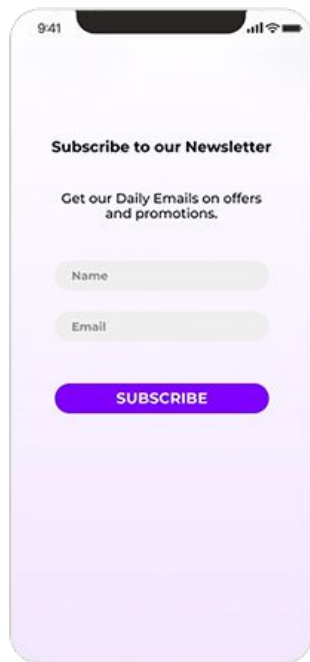
Email marketing has been one of the most effective marketing strategies for years.

4 billion

people use email daily

64%

of businesses use email to reach customers

Building an email list is the first step in implementing successful email marketing campaigns for your clients. QR codes help you grow your email list faster.

Email QR codes allow marketers to grow their email list by allowing users to join it with a single scan. Users can scan the code to reach the email signup page and enter their email address to join the list.

Subscribe to our Newsletter

Get our Daily Emails on offers and promotions.

Name

Email

SUBSCRIBE

Subscribe our email list

Benefits:

1. **Joining an email list becomes easier for users**
2. **Grow your email list quickly**

Grow your email list with QRCodeChimp

Create URL QR codes with QRCodeChimp and link them to email signup pages. You can also use email QR codes to encourage direct signups from users.

SCAN FOR
FREE REGISTRATION

Check our stuff
www.mrmockup.com

4:02

Create an account

Username

A minimum of 4 characters

Password

A minimum of 8 characters
One uppercase letter

Confirm password

Your confirm password should be the same as password

Sign Up

Already have an account? Sign in
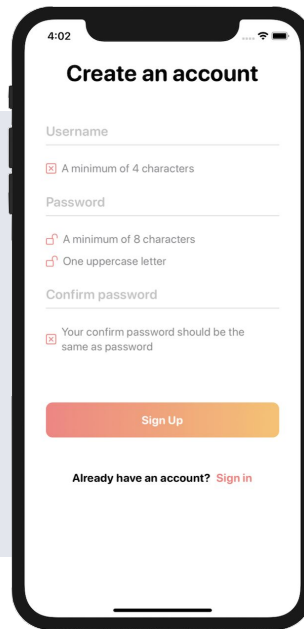
6. Enable event registration and increase participation

Agencies doing event marketing for their clients need to attract participants and increase enrollments. You can print event QR codes on flyers, billboards, and print ads to allow seamless registration.

Users can scan the code to reach the registration page and register for the event.

Scan the code to see the preview

SCAN ME

Dance Night
DJ Scary

Book Ticket

When:
Tue, 17 March 2020
08:00PM - 01:00AM

Where:
3923 Oak Drive, Albany
New York, 12207 US

Show on Map

About:
All you pretty ladies out there, drop by at location and dance to the beats of DJ Scary!!
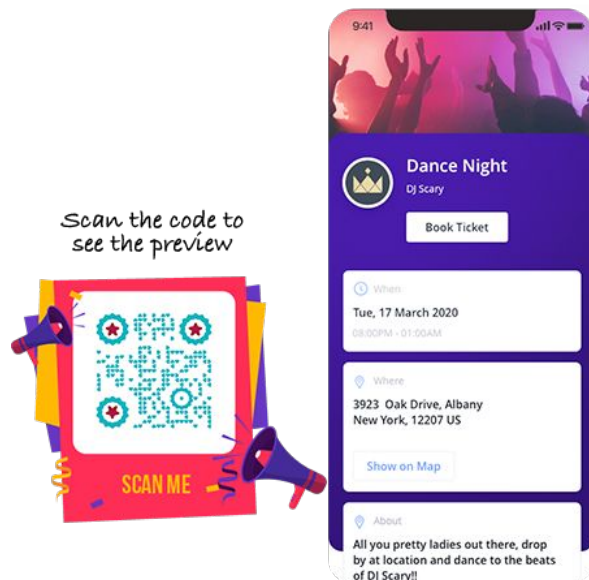
Benefits:

1. **Enable seamless registration**
2. **Increase participation**
3. **Update event information anytime**

Create event QR codes with QRCodeChimp

QRCodeChimp enables you to create event QR codes to promote your events and increase participation. You can make QR codes to promote both online and offline events.

7. Share helpful information to educate your audience

QR codes allow the effortless sharing of information and multimedia. Marketers who want to educate their consumers can use QR codes to share a wide range of information, including images, GIFs, videos, and PDFs.
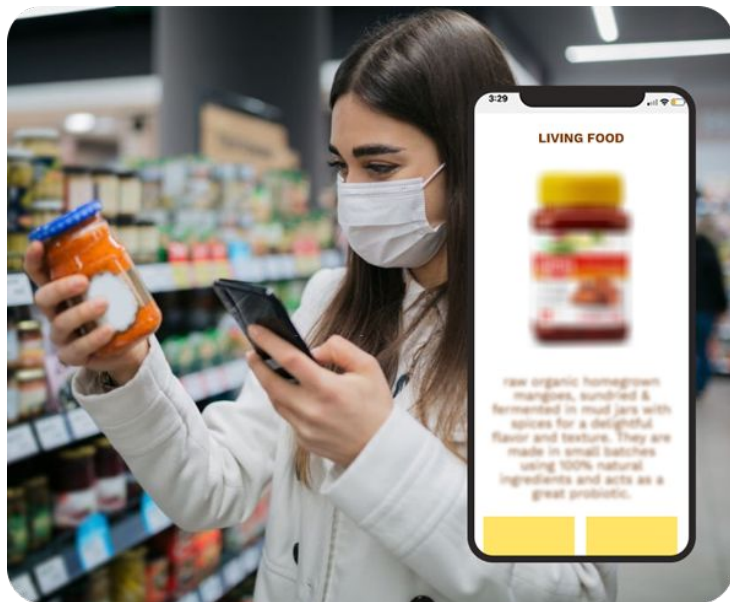
Benefits:

1. **Inform and educate your consumers**
2. **Update information in real-time**

Create PDF and Image Gallery QR codes with QRCodeChimp

QRCodeChimp enables seamless information sharing by letting you create PDF QR codes and Image Gallery QR codes. You can also create QR codes to share plain text and video links.

8. Offer discount codes and coupons

Customers love discount coupons, making it essential for marketing agencies to devise a strategy to distribute coupons and increase customer engagement.

70%
consumers love receiving coupons

68%
consumers are loyal to brands that offer coupons

However, distributing coupons and encouraging consumers to use them is challenging. QR codes help you overcome this issue.

Marketing agencies can create and share coupon QR codes for their clients to enable consumers to claim discounts.

Scan the code to see the preview

Scan for **Coupon**

9:41

SM Electronic

45% OFF

FASHION SALE

Sale up to **45%**
on all electronic Items

GET COUPON

Location

111 N Market St, Suite #300,
San Jose, California 95113,
US

Show on Map
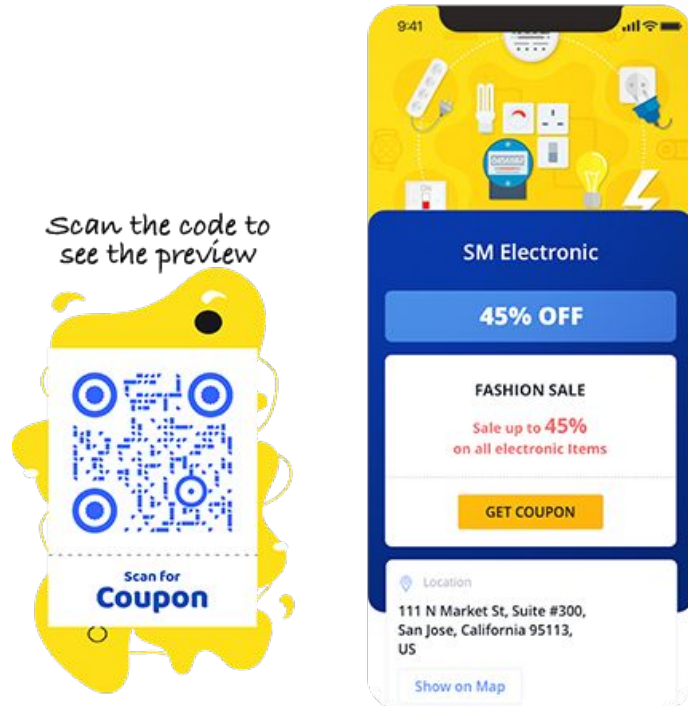
Benefits:

1. **Sharing coupons becomes easier**
2. **Claiming coupons becomes seamless**
3. **More consumers use coupons**

Create coupon QR codes with QRCodeChimp

Marketing agencies can create and manage coupon QR codes for their clients with QRCodeChimp. The code links to a digital coupon page where you can share offer information and instructions to claim it.

Why should marketing agencies use QR codes?

QR codes offer countless benefits to marketing agencies. It enables marketers to reach their audience across multiple channels and boost user engagement. Here's why QR codes should be in every marketing agency's arsenal.

1. Increasing popularity among users

QR codes have become increasingly popular among people worldwide.

IMAGE: These stats:

- **Over 45% of US consumers have used marketing QR codes, which climbs up to 45% for young consumers.**

The rising popularity of QR codes makes them an excellent customer engagement solution. They create a sense of curiosity among users, and they're an ideal tool for interactive marketing campaigns.

IMAGE:

- **Young people scanning QR codes**

1. Increasing popularity among users

QR codes have become increasingly popular among people worldwide.

45%
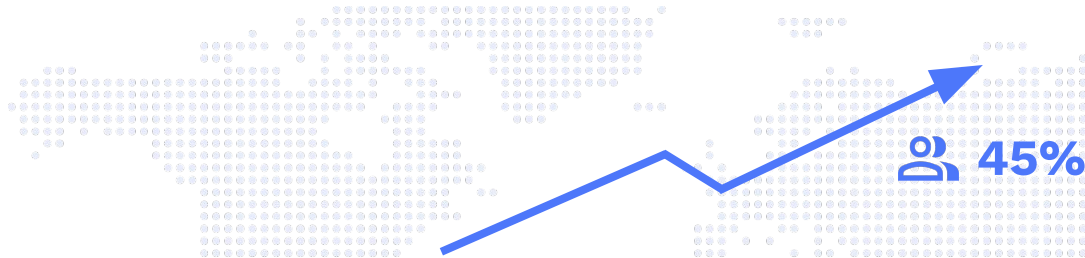
Over 45% of US consumers have used marketing QR codes, which climbs up to 45% for young consumers.

The rising popularity of QR codes makes them an excellent customer engagement solution. They create a sense of curiosity among users, and they're an ideal tool for interactive marketing campaigns.

2. Seamless offline to online (O2O) marketing

Marketing agencies can use QR codes to integrate online and offline marketing channels. You can print QR codes on traditional advertising like billboards and print ads and link them to a website. Users can scan the code to reach the website and engage with the brand.
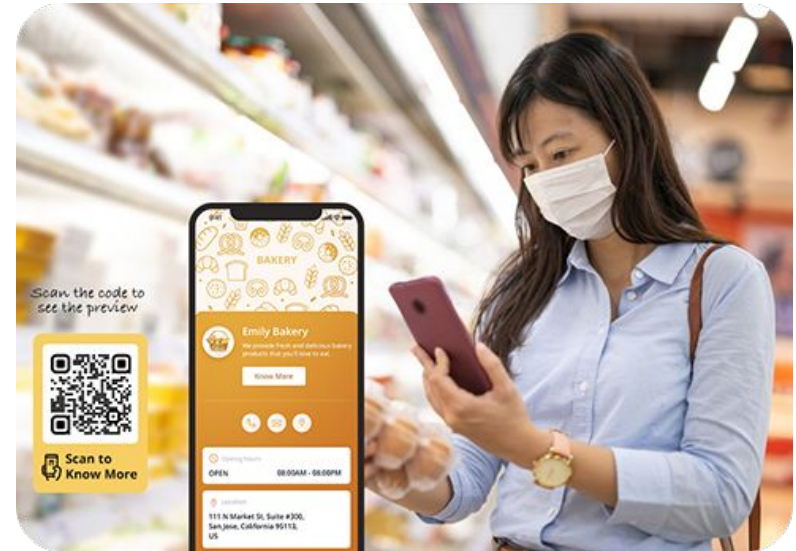
QR codes bridge the gap between online and offline marketing.

3. In-depth tracking and analysis

QR codes are trackable, and marketing agencies can track how often their QR codes have been scanned and from which locations and devices. This allows marketers to run measurable marketing campaigns for their clients and track the effectiveness of their traditional advertisements.
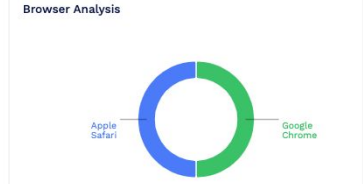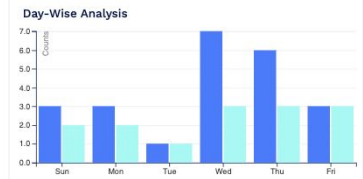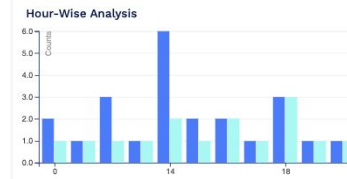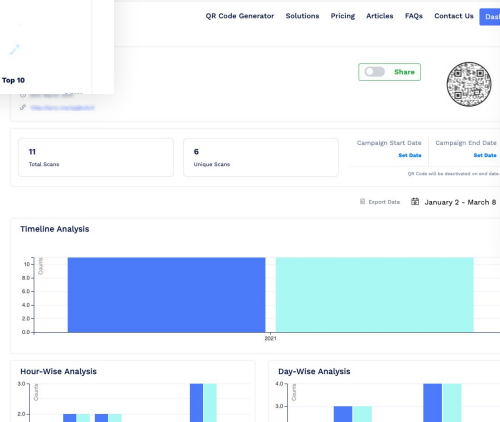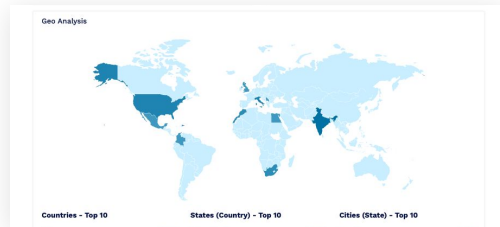
4. Cost-effective marketing and branding

Startups and small brands operate with limited marketing budgets. QR codes are one of the most cost-effective marketing, branding, and customer engagement tools.

Minimum setup costs

Zero maintenance costs

Infinite use cases

High return on investment
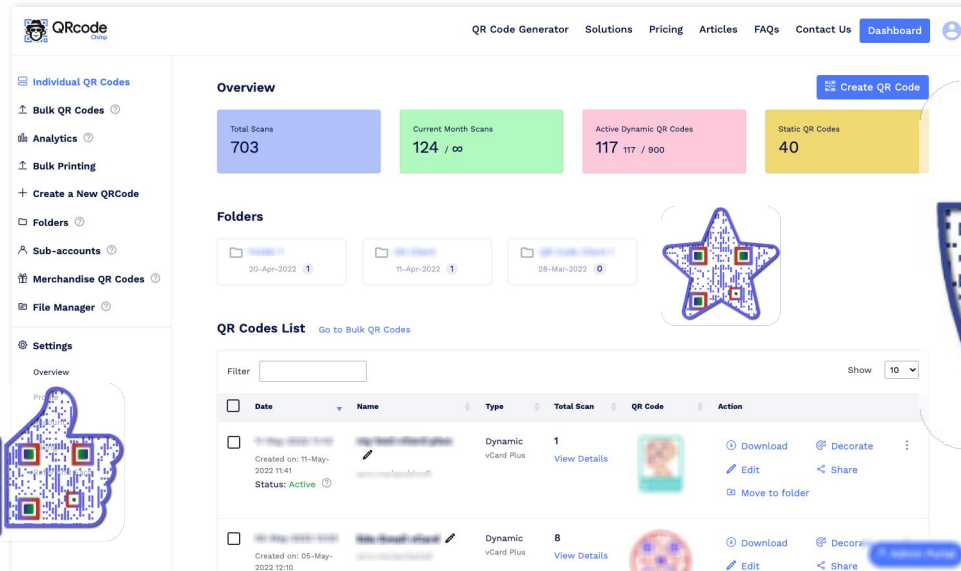
5. Highly versatile

QR codes can be printed in multiple file formats and sizes and used in various places. Moreover, marketers can use them for many purposes, such as promoting websites and social media, sharing contact details, growing email lists, sharing information, etc.

6. Durable and lasting marketing

QR codes never expire, and thus, marketers can create QR codes once and use them for years. Moreover, QR codes can be scanned even after sustaining 30% structural damage, making them durable and perfect for long-lasting marketing.

Best places to put QR codes for marketing

QR codes are highly versatile, and marketing agencies can put them in various places depending on their clients' requirements. Let's look at the best placements for QR codes.

1. Print Media

Newspapers, magazines, and other types of print media are perfect for placing QR codes. By putting a QR code on a newspaper or magazine, marketers can provide readers a gateway to their website or other digital destinations.

2. OOH advertising

Marketing agencies can incorporate QR codes in various out-of-home (OOH) advertising options, like billboards, digital signage, and posters on bus stops and metro stations. Link these QR codes to a website, landing page, social media, etc., to engage offline users.

3. In-store signage

In-store signage is another fantastic place to put QR codes. Retailers can use it to promote their website and social media profiles and share valuable information like contact information and product details.

4. Product packaging

QR codes enable smart packaging for products. You can place QR codes on your clients' product packaging to guide customers to online channels and build deeper relationships with them.

5. Business cards

Agencies can put vCard Plus QR codes on the business cards of their clients to promote contact sharing and networking. QR codes on business cards make contact saving quick and easy.

6. Flyers, brochures, and handouts

Print media like flyers, handouts, and brochures are excellent places to put QR codes and connect with offline users. You can use QR codes to guide users to a website, landing page, social media, and other online destinations.

7. Apparel and accessories

Marketing agencies can use QR codes on all apparel and accessories, including clothes, shoes, wearables, jewelry, etc., by either printing them on the product or as a tag. The QR codes can be linked to various online channels as per the marketing strategy.

8. Shopping bags

Shopping bags, like product packaging, can be an effective place to use QR codes. Marketers can turn shopping bags into marketing assets by putting QR codes on them and linking them to their website, social media, and other online channels.

Best practices for QR code marketing

Here are some best practices for marketing agencies to implement QR codes.

1. Use QR codes strategically

Though QR codes are the future of marketing, they don't fit everywhere. Marketing agencies must nail down their clients' requirements and implement QR codes only if their value is justified.

2. Align QR codes with the overall marketing strategy

QR codes are not meant to disrupt or redefine your marketing strategy but to empower it. Marketing agencies must implement QR codes only if they align with the broader marketing strategies of their clients.

3. Turn QR codes into branding tools

A logo with a QR code can be a powerful branding asset and help marketers increase brand awareness. Marketers should create QR codes with logos to ensure consistent branding and align their QR codes with their brand.

Others

QR Code Chimp

+ Add Your Own Logo
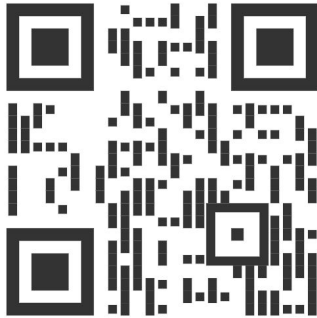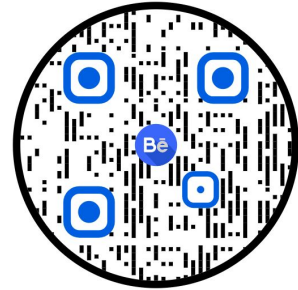
QRCodeChimp lets you add logos to your QR codes.

4. Ensure perfect size and placement

QR codes need to be easily scannable. Therefore, it's crucial to print QR codes of proper size and clarity. The minimum recommended size for QR codes is 0.8 x 0.8 inches, which can be increased as per requirements.
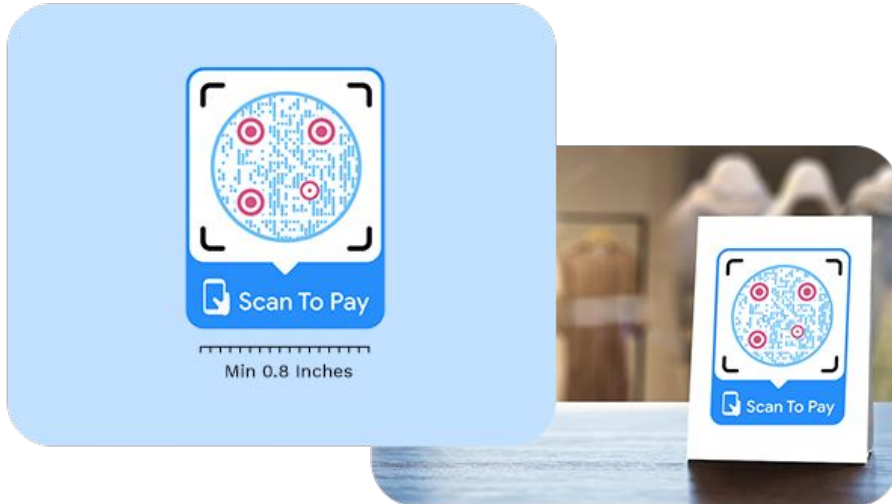
Minimum QR size:

0.8 x 0.8 inches (or 2 x 2 cm)

5. Create a top-notch QR design

Move ahead of black-and-white, square-shaped QR codes and use shapes, stickers, and colors to make your QR codes catchy and attention-grabbing.
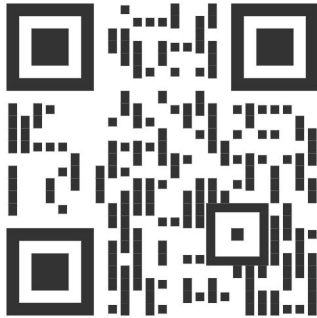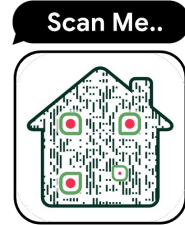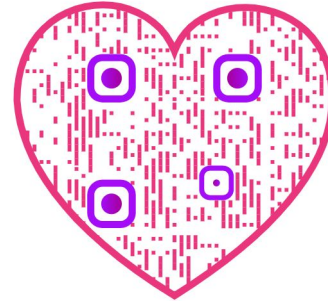
6. Use calls to action (CTAs)

Marketers must use actionable CTAs like "Scan to get directions" and "Scan to get 10% off" to boost scan rate. Providing a call to action (CTA) with a QR code can encourage users to scan it.

Others

QR Code Chimp

Scan To Pay

Scan to Download

Scan To Save
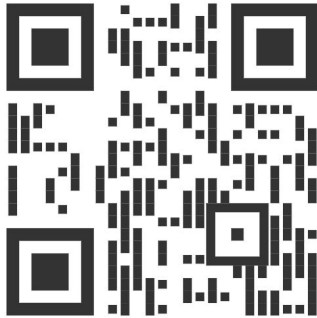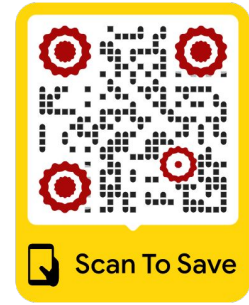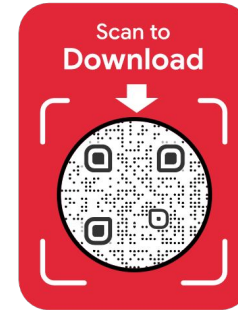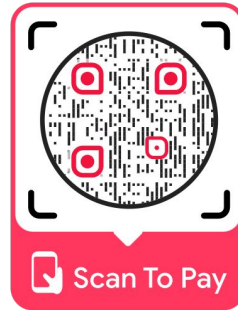
7. Use dynamic QR codes

Create dynamic QR codes, so you can change their information and URL without reprinting them. Also, scans on dynamic QR codes are trackable, so marketers can measure the performance of their QR code campaigns and make informed decisions.

* Not editable after publishing
* Scans not trackable

* Edit without reprinting
* Track your scans

8. Prioritize user experience

The ultimate purpose of using QR codes is to boost user engagement, and hence, it's critical to make the entire QR code experience user-friendly. Marketers must not only provide a seamless scanning experience but also offer a smooth post-scan experience to ensure the overall success of their QR code campaign.

QR code challenges to overcome

QR codes are effortless to implement, and any marketing agency, regardless of its budget and resources, can add QR codes to its tech arsenal. However, agencies could face some challenges in running QR code campaigns.

Learning about these challenges will help you take a proactive approach to preventing and eliminating them.

Here are some QR code challenges to watch out for.
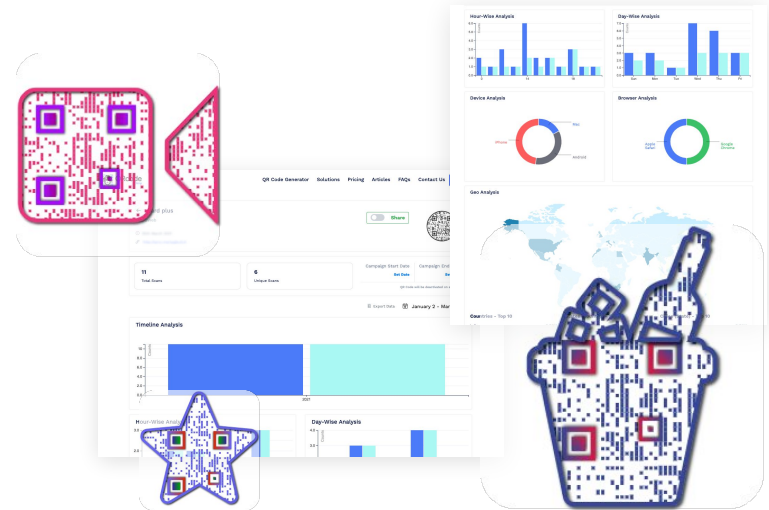
1. Scanning problems

Users may face problems in scanning your QR codes, leading to a poor user experience. Ensure that users scan your QR codes in a single attempt.

- Small QR codes

- Over-customization

- Damaged QR codes
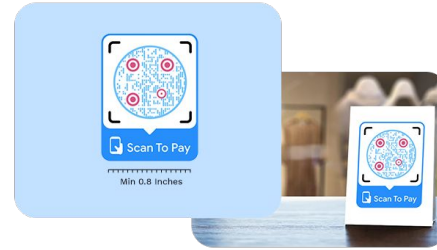
- Create QR codes of 0.8 x 0.8 inches

- Use contrasting colors and simple designs

- Scan your QR codes regularly to check Damaged QR codes scannability

2. Security challenges

With the increasing popularity of QR codes, the security concerns surrounding QR codes have also increased. People tend to avoid scanning random and unidentified QR codes.

How to overcome security challenges:

- Add a logo to ensure brand recognition and trust
- Use CTAs to tell users why they should scan the code
- Add a disclaimer stating that the QR code is safe to scan
- Use white labeling URLs to build trust and brand consistency

Scan for
Free Coffee
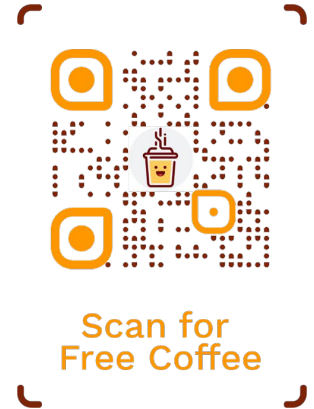
3. Uninterested users and low scans

People encounter dozens of QR codes daily. Why should they scan your QR codes? Marketing agencies need to make their QR codes appealing to improve scans.

How to get more scans:

- Make your QR codes easy to scan
- Use shapes and colors to make your QR codes attractive
- Use CTAs to make your QR codes actionable
- Use logos to make your QR codes recognizable

4. Updating the data

Whether you create a QR code to drive website traffic, boost social media following, or promote contact sharing, you may need to update your QR data in the future. Reprinting your QR codes every time you update information can be tedious.Dynamic QR codes resolve this hurdle.
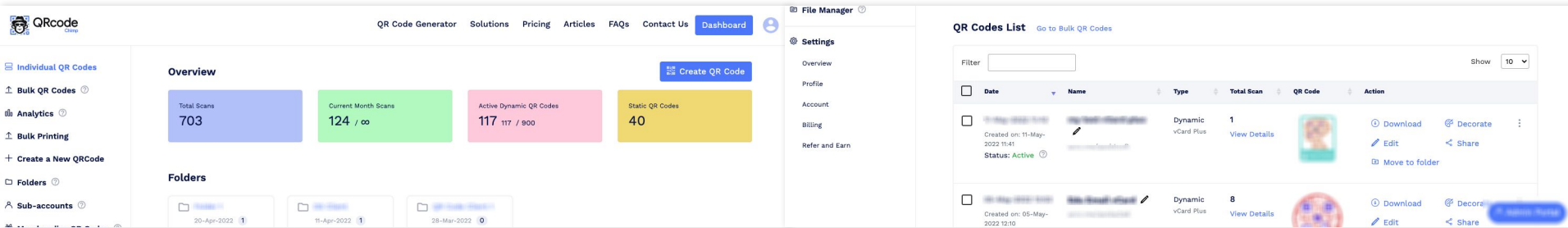
Create dynamic QR codes

Dynamic QR codes are editable, so you can update their data in real-time without reprinting them. Also, they are trackable, and you can view their scan analytics.

* Not editable after publishing
* Scans not trackable

* Edit without reprinting
* Track your scans
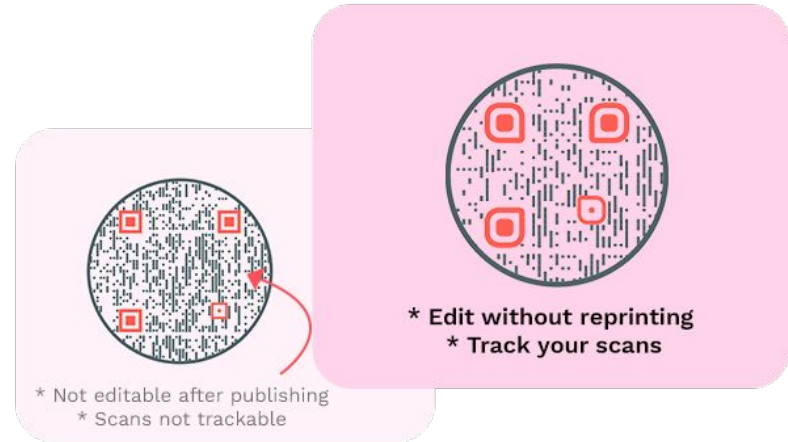
Run successful QR code campaigns with QRCodeChimp

Client satisfaction is the ultimate objective of marketing agencies. If you want to run QR code campaigns that delight your clients and ensure their success, QRCodeChimp has got you covered.


QRCodeChimp acts as your QR code partner, helping you create, customize, track, and manage your QR codes for various clients.
Here's why QRCodeChimp is essential for every marketing agency.

1. 60+ QR shapes and other customization options

QRCodeChimp is the only QR code platform that offers 60+ QR code shapes, with new shapes being continuously added. It also provides other customization options to make your QR codes look spectacular.

QRCodeChimp customization features:

- 60+ QR code shapes
- 150+ stickers with CTAs
- Broad spectrum of colors
- Pre-designed QR codes
- 3D QR effect
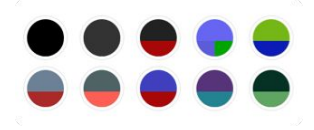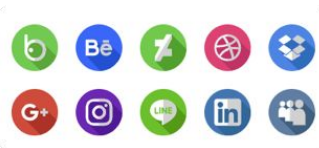
2. Consistent branding with logo and white labeling

QRCodeChimp allows you to add a logo to your QR codes to make them recognizable. It also supports white labeling, which lets you replace the default short URL (qrcc.me) with custom scan URLs of your choice.
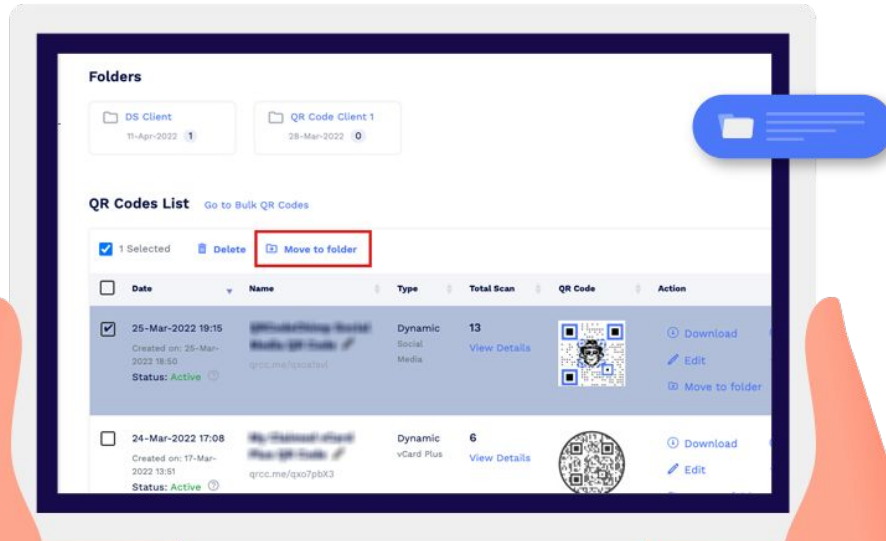

Note:
White labeling is available for Ultima users only.

3. Robust management with Folders

The Folders feature enables marketing agencies to create folders for different clients and better organize their QR codes. Folders help you become more efficient and manage your QR codes seamlessly.

Key features of folders:

- Folder creation
- Folder sharing with a viewer or editor access
- Folder-level analytics
- Save QR codes in folders or move them later

4. Collaborate with subaccounts

The subaccounts feature allows you to add users under the primary account. Agencies can add team members and even clients as sub-users and give them full or personal access.

Subaccounts allow you to add users under your primary account and give them Full or Personal access.

- Full access: Users can access all the created QR codes
- Personal access: Users can only access their QR codes

5. Create QR codes at scale with bulk uploading

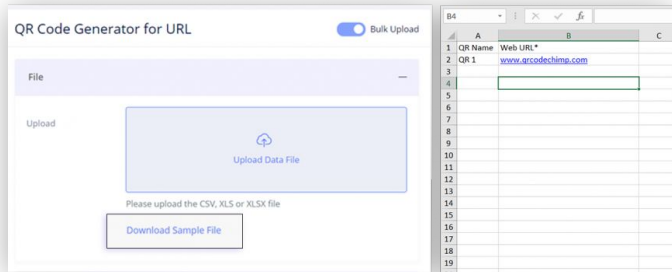The bulk uploading feature lets you create multiple QR codes at once by uploading an Excel file with QR data.


How does bulk uploading work?

- Download the sample bulk upload Excel file.
- Create an Excel file with QR data or replace data in the sample file.
- Customize the QR codes
- Download and print QR codes

Note: Bulk uploading is available for Pro and Ultima users only.

6. Informed decision-making with QR analytics

QRCodeChimp offers in-depth QR code analytics to help you evaluate your QR code campaigns and make informed decisions.
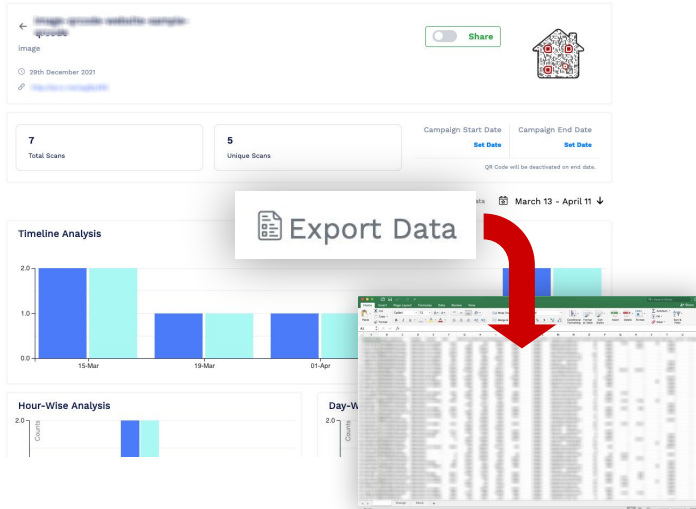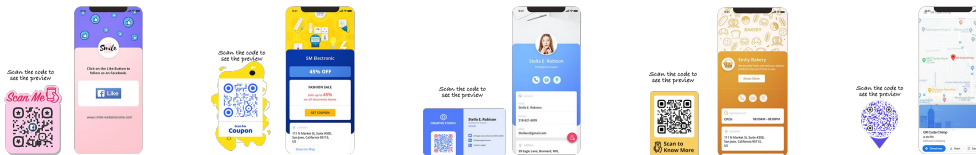

Advanced QR code analytics with QRCodeChimp

- Total QR code scans
- Top-performing QR codes and locations
- Time-wise analysis
- Location-wise analysis
- Device-wise and browser-wise analysis

7. 35+ solutions for various business use cases

QRCodeChimp supports 35+ QR code types and solutions, with new solutions being continuously added.


Supported QR code solutions:

- Facebook QR code
- vCard Plus QR code
- App download QR code
- Coupon QR code
- Google Forms QR code
- Social media QR code
- Google QR code
- YouTube QR code
- URL QR code
- And more

- Event QR code
- PDF QR code
- vCard QR code
- Business QR code
- Google Maps QR code
- Image Gallery QR code
- Payments QR code
- Menu QR code
- Video Preview QR code

- Google Calendar QR code
- Google Review QR code
- Feedback QR code
- Landing Page QR code
- Google Meet QR code
- Resume QR code
- Smart Rules QR code
- WhatsApp QR code
- Calendar QR code

Use cases
Brands putting QR codes to the right use

Let's look at some brands using QR codes the right way.
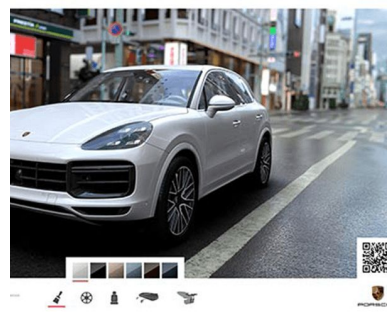
1. General Motors

General Motors included QR codes to share critical vehicle information and boost customer engagement.
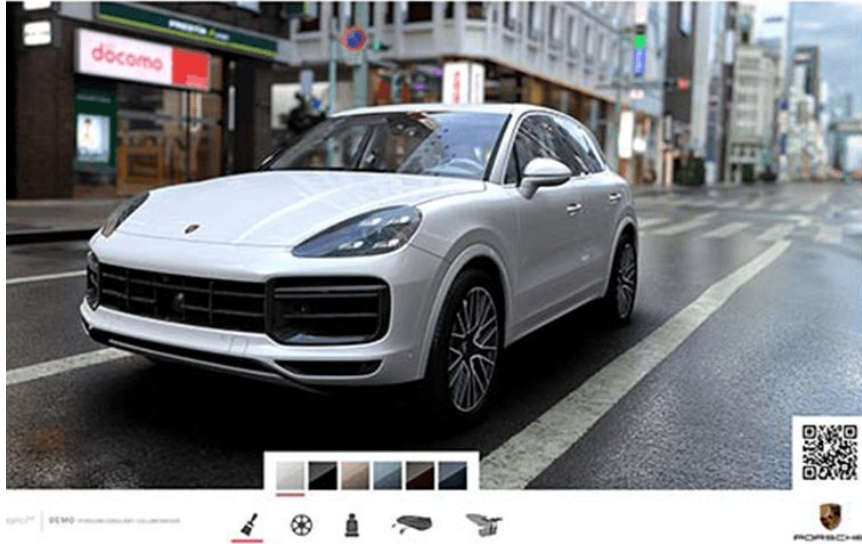
2. Walmart

Walmart set up a virtual toy store by displaying physical toys and including a QR code with each of them. Users could scan the code to reach the online toy store and buy the toys.

3. Porsche

Porsche implemented a QR code during the 2018 Digital Signage Expo, where users could scan the code and design their custom Porsche Cayenne Turbo 2019.

4. Burger King

Burger King showed a QR code on its TV commercial to engage customers during the pandemic. Users could scan the QR code floating on the screen and reach the Burger King website to get free discount coupons.

5. Starbucks

Starbucks put up app download QR codes in their stores to boost app downloads.

6. IKEA

IKEA also promoted its mobile app using app download QR codes in its stores.

7. Cygames

Cygames took QR codes to another level by displaying a giant QR code in the sky consisting of 1,500 QR codes. Users could scan the code to download Princess Connect, a game by Cygames.

Summary

Omnichannel marketing and offline-to-online (O2O) integration are essential priorities for most brands, making QR codes an essential tool for marketing agencies. QR codes have myriad marketing and customer engagement applications, with new use cases continuously emerging.

QRCodeChimp is a global leader in QR code management solutions. Our QR code management platform enables you to create, edit, manage, and track QR codes.

QR codes mean QRCodeChimp

Need success with QR code marketing?
Visit qrcodechimp.com or reach out to us at support@qrcodechimp.com.