

QR CODES FOR COUNTERMATS

QR Code stands for "Quick Response Code". The QR codes are 2 dimensional matrix bar codes that can be read both vertically and horizontally. The codes consist of a grid of tiny squares. This allows for far more data to be encoded in a much smaller space than a conventional bar code.

QR Codes can be scanned by smartphones to automatically pull up information such as websites, phone numbers, videos, photographs, music, text, etc. The user simply takes a photo of the QR Code using the smartphone's built-in camera. The QR Code reader software in the phone decodes the data and displays the information on the screen.



For promotional products and point-of-purchase products (like counter mats), QR Codes offer a way to make these items interactive. For example, the QR Code might drive visitors to your website, Facebook page, Twitter profile, or a YouTube video. This allows the customer to interact with your web content, send an e-mail or dial a phone number by scanning the imprinted code from the counter mat while standing at the point of purchase.

QR codes can be applied to just about any of our Hard Top Counter mats and Window mats.

QR Codes on counter mats can be used to drive immediate, on-the-spot actions from your marketing materials to the digital space (Internet), at the very moment a prospect is thinking about your brand or product. It is a measurable response and the codes cost very little to create and use.

Currently, Google's Android operating system and several other smartphones come pre-loaded with scanning software that can read QR codes. Numerous apps for Apple's iPhone have been developed around this technology.

By pointing customers to a website or video link, your information becomes dynamic allowing you to change the information your customer sees at anytime. Discounts, promotions, new products, etc. can be updated on a daily bases if needed.

Incorporating Quick Response Codes into your marketing material will help your company take advantage of all the exciting possibilities this new technology offers. Let BetterMousepads.com show you how.

HOW TO USE QR CODES ON COUNTERMATS

QR Codes on counter mats offer several new marketing possibilities and allow you to engage your customers in exciting ways.

1. Customers can scan the QR Code for instant access to your website on their smartphone, while they are still shopping.
2. If the customer has a question about your product, they can scan the QR Code on the Counter mat and instantly dial your customer support line.
3. You can offer immediate discount coupons via smartphones.
4. You can point users to a YouTube video of your product or service that they can view while in the store. Videos can be instructional, informational, or more marketing oriented - like introducing new products.
5. You can track how many users are accessing your website using server side analytics.
6. QR Codes tell customers you are on top of new technology trends.
7. Using one of our WindowMats, you can change the QR Code whenever you change the mat insert, thereby providing another means to give your customers the most up-to-date information about your products.
8. Set your QR Code to let your customers subscribe to your online newsletter right on the spot.
9. Enhance impulse buying possibilities by offering special rebates or exclusive buying opportunities.
10. Online contests can be developed where users win by scanning the QR Code - like a "scratch off game card."
11. QR Codes can be used to kick off customer loyalty programs by directing them to webpages not accessible from any other source. The codes can direct customers to a web site that features a daily offer, a free prize, or a targeted survey. The more times a customer scans the 2D barcode, the more opportunities they have to participate or win.
12. By pointing QR Code users to your website, you can make the information they see truly dynamic and change it as often as needed.

For more information, email sales@bettercounter mats.com

