

Stand Out From The Crowd
Direct Non-Web Traffic To Mobile
Traffic Using QR Codes

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The Future Of Every Business

... depends on **capturing the soul & engaging** consumers **who** embrace, communicate & **transact** within the **digital marketplace**.

Source: Communities Dominate Brands

Mobile Usage Will Eclipse Desktop Usage By 2015

Societal Evolution Into The Digital Age

- Generation Wi-Fi – Networked
- Generation “C” – Connected
- The Goal Is To Meet Consumers Wherever They Are
- Largest Buying Segment Of Real Estate Range In Age 25 – 35

Seismic Shift In The Marketplace

- Buyers Are Consuming Content In New Ways
- Changes Are Too Big To Ignore
- Ignore These Changes At Your Own Peril
- The Only Constant In The Changing Media Environment Is Change

Shift Happens: Borders Versus Amazon



What Are QR Codes?

- QR Stands For Quick Response
- Pixel Graphic That Looks Like A Rubik's Cube
- Directional Marketing Tool



How To Read QR Codes

- Readable By QR Code Readers
- Search The App Store For “QR CODE Reader”
- Download Several Apps
- Scan QR Codes Through Your Camera On Your Smart Phone Or Mobile Device



Where To Create QR Codes

- QR Code Shop
- Free Or Paid Service (See Options)

<http://www.QRStuffShop.com>

- Creative Uses Of QR Codes

Verify Your QR Code is Readable

- Test Your QR Code In Different Light Settings
- Test Readability Of QR Code At Different Angles
- Test Reading QR Code Using Different Phones
- Verify Visitors Go To The Right Destination

Enhance Buyer Experience

Use QR Codes To Direct Buyers To:

- A YouTube Video Featuring A Virtual Tour
- Mobile Optimized Property Listings



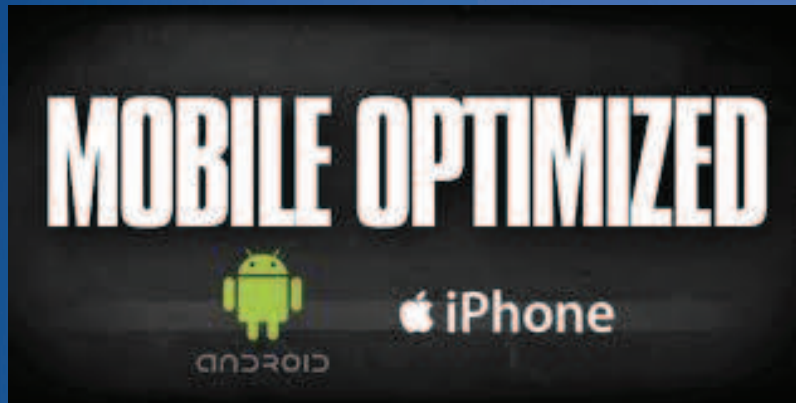
QR Codes – Access Video Media

Recommended Video Types:

- Branding Video
- Property Video – Get People Inside The House
- Direct People To Special Offers, Price Reductions & Discounts



Direct QR Codes To ...



<http://Vyoo.it>
Clikbrix.com

Where Did QR Codes Originate?

- Originated In 1994
- Japanese Company Toyota Subsidiary -- Denso-Wave
- Similar To UPC Bar Codes
- Used QR Codes To Track Their Inventory

Why Use QR Codes?

- Transition Your Business Into The Mobile Environment
- Meet People Wherever They Are
- QR codes Convert Non-Web Traffic To Online Mobile Traffic
- Easily Connect With An Active Mobile Community

Why Use QR Codes?

- Show Yourself To Be Tech Savvy – Green & Environmentally Friendly
- Make Your Print Advertising Come Alive
- Direct Prospects With **Value-Added** Content In Real Time

Why Use QR Codes?

- Generate Extra Traffic To Your Website Or Videos
- Let People Into A Listed Property Without Being There
- QR Codes Can Be Created For Free
- You Can Track QR Activity For A Small Fee

Advantages Of Using A QR Code

- Save On Printing & Gasoline
- Scans Can Be Tracked
- Online Access Is Direct And Instant
- You Can Provide Information Not On The Printed Flyers Or Brochures



Advantages of Using a QR Code

- By-Pass Time Consuming Error Prone Steps
- Develop Credibility And Trust With Clients
- Control The Content And Visitor Experience



Advantages of Using a QR Code

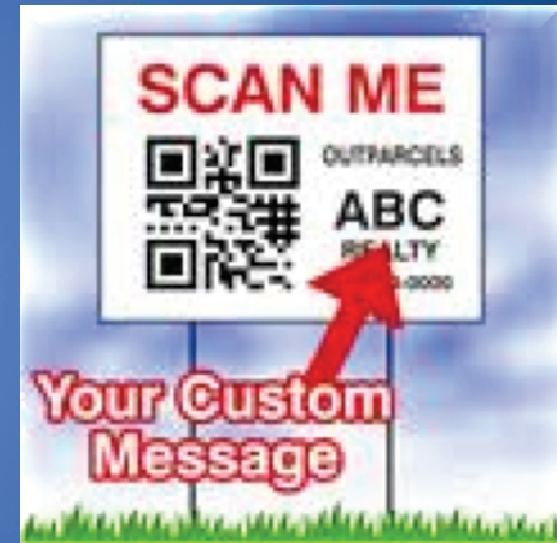
- Give Consumer What They Want When They Want It
- Makes It Easy To Pass Along Information
- Send V-card With Your Contact Information

Enhance Look & Feel of QR Codes

- Customize QR Codes So They Standout



- Use Multi-color QR Codes



- Offer End User A "Reward" For Using QR Code
 - “Enjoy A Free Coffee On Us”

QR Code Icons And Instructions

Provide directions on how to use the QR code.



Just scan the QR code with your smart phone & immediately watch this video. It's that easy!

Tips And Best Practices

- Make YouTube Videos For Each Form Of Advertisement
- Tell Viewers You Appreciate Them Scanning QR Code
- Include Links To Social Media Sites Such As Facebook And Twitter

Tips And Best Practices

- Post QR Code On Lawn Signs For A Video Tour
- Post QR Code On Brochures & Every Marketing Piece That Goes Out
- Give Information & Photos Not Found In Non-Web Ads



QR Code Implementations

Real Estate Lawn Signs

- Place QR Code As A Sticker On Sign
- Virtual Open House Available 24-7
- Provide Information Not Available On Sign



Make Your Flyers Come Alive

Direct Potential Buyers Back To Your Website For:

- More Information
- Additional Photos And Documentation
- Virtual Tour



Business Cards

- Avoid Just Directing People To Your Website
- Recommended QR Code Size 1.75" By 1.75"



QR Codes On Property Flyers

- Open Up The House Virtual
- Direct Clients Through Full Video Tours
- Pass Clients To An Animoto Video Slide Show
- Link To Photo Sharing Site And Show Additional Home Photos

QR Code Implementations

- Add QR Code To Vehicle Magnet
- Dimensions 10" By 10"
- Direct People To A Video



Social Media Engagement

- Place Social QR Code On Storefront Window
- Make It Easy For Clients To Stay In Touch
- Include Social Media Icons With QR Codes



Additional Implementations

- Billboards Big Enough To See From Sidewalk
- T-shirts And Hats
- Magazine Ads
- Listing Presentations



QR Code Creative Implementations

- Raw Land Without Address - Link To Google Maps Locator
- Scavenger Hunt For A Broker Open House Tour
- Send A Text Message With Your Contact Info

Call for Free Home buying
book - 512.423.5626

QR Code Creative Implementations

- Put Your Phone # In Your Prospect's Phone
- Send Text Or Email Message To Realtor
- Link To Event Calendar For Open House
- Re-usable QR codes Available With Premium QR Code Services

Common Objections

- QR Code Usefulness Is In Influx
- QR Code Readers Are Not Pre-installed On Smart Devices
- QR Codes Require A Well-Lit Environment
- QR Codes Do Not Always Load Or Work Properly

Draw Backs To QR Codes

- Most Consumers Don't Know What They Are
- You Must Optimize A Web Landing Page For Mobile Usability
- Check QR Codes Need To Be Checked For Accuracy
- Re-usable QR Codes Require Management

QR Codes: Fad or Here to Stay?

- No Guarantees, But The Technology Has Legs
- Currently 10% Of Cell Phones In US Are App-enabled
- By Q4, 50% Of Mobile Phones Will Be Smart Phones
- “QR Codes” – Over 600,000 Searches On Google Per Month

End of Hour 1

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