

If You Are Not Using QR Codes In Your Marketing, You Are Missing Out

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A QR code, short for Quick Response code, is a two-dimensional barcode that can be scanned using a smartphone or a QR code reader. It was first developed in 1994 by a Japanese company called Denso Wave as a way to quickly track vehicles and parts during the manufacturing process. If you are not using these codes in your everyday business, you are missing an opportunity to connect with your customers in a whole new way.

A QR code is typically made up of black and white squares arranged in a square grid on a white background. It can store a variety of information, such as website URLs, contact information, product details, and more. When scanned, the QR code can quickly and easily direct the user to the desired information without the need to manually type in a long web address or other details.

QR codes were all the rage about a decade ago when the QR code reader apps first hit the market. Even the USPS was encouraging mailers to add them to their pieces by offering postal incentives at that time. It was an exciting new way to connect print with digital, but the QR codes were

a bit of a hassle. You had to download an app, then scan the code and wait for it to direct you somewhere. They were pretty limited in function and mostly just pointed you to a website. So, despite the initial hype, they never really caught on. But then, along came the pandemic.

In 2020, restaurants began replacing their traditional printed menus with QR code stickers on tables, while retailers and service providers adopted them to facilitate contactless transactions. As a result, QR codes regained their popularity. The integration of QR code readers directly into the cameras of Apple and Android phones eliminated the need for special apps, further bolstering their widespread use.

As their use increased, QR Code generators started making their codes dynamic and more personalized. They allowed these boring looking, black-and-white-only codes to now be generated in full color and personalized with everything from images to logos. They started offering sophisticated tracking capabilities and the ability to alter where the code directs the user. And then marketers found ways to connect them to apps instead

of just pointing to a place on the web. This is where QR codes really became interesting, and the use options exploded.

QR Codes today are used in many different ways, from generating digital business cards to providing automated directions to a location through Waze or Google maps. And the capabilities are growing. So how does this affect your agency?

Here are 8 ways you can use QR Codes in your agency.

1. **Business Cards:** QR codes can be added to business cards, which can direct customers to your website, social media pages, or any other relevant information. They can also include contact information such as phone numbers, emails, and physical addresses, making it easier for customers to reach you.

2. **Policy Documents:** QR codes can be added to policy documents that link to an electronic version of the document or a portal where customers can manage their policies or file claims.

3. **Promotional Materials:** QR codes can be added to brochures, flyers, and other promotional materials. These codes can link to specific landing pages or offers allowing customers to easily access relevant information.

4. **Claims Processing:** QR codes can be used to facilitate the claims process. Customers can scan a QR code that directs them to a claim portal or an online form that streamlines the process of filing a claim.

5. **Onboarding:** QR codes can be used to onboard new customers. Customers can scan the code to access an online portal where they can fill out their details, upload documents, and manage their policies.

6. **Online Reviews:** Streamline the process of receiving positive reviews from satisfied customers by providing a QR code that directs them to your business page on social media platforms such as Facebook or Google+. Once scanned, customers will be taken directly to the page where they can easily leave a five-star review, which can

boost your agency's credibility and enhance its online presence.

7. Lead Generation: QR codes can be added to direct mail pieces or advertising campaigns, which can drive traffic to your website or lead generation landing pages. These codes can help track the effectiveness of your marketing campaigns.

8. Email or Text Communication: Integrate a QR code into your direct mail or print marketing materials to encourage contact through email or text. The QR code can be programmed to launch the user's email or texting app pre-populated with your agency's contact information. This offers an additional communication channel for customers who may be hesitant to call your agency. This tactic is especially pertinent as the emerging generation of consumers who have grown up in the mobile era start to make significant purchases such as homes and cars.

There are many QR code generator companies out there that allow you to generate static QR codes for free, and also many others that offer dynamic QR code options. A simple web search will lead you to dozens of options. Dynamic codes can be edited and updated with new information, such as a change in the destination URL or new contact information without having to change the initial code image. They can also be



personalized with various colors, designs, and logos to match your company's branding. Dynamic QR codes can offer a range of features, including the ability to track scan statistics, provide additional product information, enable location-based services, and support payment transactions.

A QR code's flexibility and functionality make it a valuable marketing tool for businesses looking to engage with customers and enhance their overall brand experience. If you are not implementing QR Codes in your marketing and everyday business, you should consider doing so before your competition beats you to it.

And if you want to experience a cool new way in which a QR code can work for you, connect with me through this personal QR Code.



Dave Banko is the Owner and President of DART Direct Mail, a specialized direct mail firm that works with hundreds of Insurance agents nationwide to provide lead generation direct mailing campaigns that utilize and harness QR Codes to help drive response. See www.DARTmailings.com for more information.



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