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QR-CODE IN MARKETING.

QR codes are one of the most common types of barcodes in use today. They were first used by the automotive industry in 1994 to watch the progress of a vehicle during manufacturing. QR codes consist of a pattern of black squares arranged on a white background. A QR Code works by simply scanning the code with a mobile device that is equipped with a camera and QR Code reader application. These applications can be downloaded for free on popular smartphone platforms such as iPhone and Android. A QR code can store many types of text information, including contact information, a geographic location, a website URL, a calendar event, etc. Due to the recent rise in the use of smartphone technology, QR codes can be easily placed on products to allow a potential customer to learn additional information in order to make a purchase. QR codes can be placed on advertisements, on a poster, or in a mailing, to encourage a possible patron to learn more. In this way, QR codes are one of the greatest marketing tools. Based on marketing research, smartphones scanned over 14 million QR codes in one month.

Just about any type of organization can use QR Codes in their marketing materials. Doesn't matter you're a retail business, a nonprofit organization, a membership association or educational organization, if your target customers use smartphones then a QR Code can be a great way to differentiate yourself in new way.

Based on marketing research QR codes have seen the most use by males between the ages of 25 and 40. In fact twice as many men as women are using QR codes, and over three quarters of the people scanning the codes are over 25. Studies have shown that over half of the QR codes scanned were scanned in a person's home, the next highest scanning locations being retail stores and grocery stores. A small amount of scans took place in public places. First of all, it tells us the best people to market your QR codes to – men in their 20s and 30s. But, this is not to say that these are the only people you can market to using QR codes. It just means that at this point in the development of QR codes, they are the easiest, because many of them are already scanning. It means that if you're target customer is women or the younger generation, you need to make sure you are getting their attention with your promotions. This is where discounts, contests, and unique marketing comes into play. The best place to put your QR code is in portable print ads – like newspapers and magazines. This allows your audience to scan from the comfort of their own home – which is where they are tending to do so. The second best place - in your store.

The great thing about QR codes, however, is that they are so new. There is a lot of room to grow and change these trends. Although there are millions and millions of

QR code scanners each month, they only make up a bit more than five percent of the smartphone users . This means that the more available QR codes are, and the more interesting they are to potential clients, the more people will scan and the more places they will scan in.