

# **The Benefits of Integrating Printed Materials into an Online Marketing Campaign**

The importance of marketing a business online is more than readily apparent these days. Even most local businesses today have websites, and a vast majority of companies do a large percentage or even a majority of their sales online. Thousands of companies and corporations offer products and services online only. But while online advertisements are vital tools in a world that conducts most of its business online, ignoring the fact that people still visit stores, read books, magazines, and flyers, and visit traditional businesses means ignoring major marketing opportunities.

## ***Print Media Is NOT Dead***

While many in the online world like to say that print media is dead, largely in an attempt to encourage you to use their web based business instead, the truth of the matter is that there are many opportunities to advertise your website, videos, and services through printed media and advertisements. Better still, it is possible to do so in a way that is innovative and that will actually practically beg readers to see what you have to say or offer.

QR code technology is a rapidly advancing form of advertising that combines print and web media in a way that has never been done before. A QR code is a small block of ink that actually contains a great deal of information. It can be read by any mobile device with a reader or with an app (free from mobile app stores), and when read, it can transport the user anywhere you would like them to go. You can use a QR code to send a user to your website, an informational video, a promotional giveaway page, or just about anywhere else on the web. With a dynamic QR code, you can also change your code destination at any time.

## ***Where QR Codes Are Used to Advertise Websites***

While QR codes have long been traditional in Japan, where they even appear on fast food packaging, their use in the United States is just taking off. QR codes are showing up on billboards, t-shirts, flyers, postcards, catalogs, and just about anywhere else you can imagine. To garner user interest, many companies are posting them with uniquely cryptic messages or promising free items or information for users who take the time to follow the code to the website. Many major corporations have integrated the codes into

their nationwide ad campaigns, and as a result are seeing massive sales growth from a design that costs very little to implement.

### ***Creative Offline Marketing Increases Site Visits***

Once a user has logged onto the web, the determination of whether or not they will find your site is largely up to how highly you rank in the search engines for the query they perform. If you are a new or startup company or if you have hundreds or thousands of competitors, building heavy traffic can be difficult. By placing advertisements on printed materials and ensuring that they are in popular areas where your product or service would be needed, you increase the number of people who opt to visit your site first.

Marketing with QR codes as printed media has a secondary benefit as well. In addition to getting people to choose and visit your site, it also serves as a unique SEO tool. Every time a QR code is used to link a unique visitor to your site, this visit is noted and the link is noted. Over time, this shows the search engines that your site is both relevant and popular, increasing your overall rankings.

### ***QR Coding Generates Interest and Revenue with Minimal Investment***

Studies show that a business that works to create a marketing campaign that spans both on and offline is likely to receive bigger sales and a larger base of users. Consumers are looking for sites that seem targeted to their interests, and ads placed in popular stores, magazines, and other locations are likely to generate interest, especially when a consumer no longer has to memorize an address, but instead needs only to take a photo of a QR code with their cell phone.

QR codes are showing up everywhere, from big city billboards to coffee cups and newspapers, and the result has been surprisingly positive. As more and more consumers learn to use the technology, the potential number of users increases, but it is certainly worth noting that the market right now has very little competition. This means that someone encountering your QR code is currently more likely to make you the first choice for purchases.

One thing that has made it easy for advertisers to embrace this new technology is that QR code generation is free from top companies. The codes can be generated with static or dynamic links, can be created and printed in a variety of colors, and are unique to your company after creation. Costs involved include only printing and promotional materials as well as any custom services chosen, such as video or mobile website

creation. Because these two forms of media are the primary destination for QR codes, most web users find it beneficial to allow QR code design companies to create the entire online marketing package with custom business videos and mobile sites triggered by scanning a QR code.

With a company printing offline materials that integrate your QR code with a custom business site and video, you will find that your marketing campaign can grow new life. Viral marketing is a commonly used term today, but video alone is no longer enough to send a company into viral territory. That is where QR coding and marketing comes into play. QR codes are new, novel, and convenient, which leaves users more likely to make use of them, but a secondary benefit is that they are also tremendously easy for mobile users to share with one another. Simply by sending a picture message of the QR code to another mobile user, that person can access the same video, page, site, or giveaway. This is viral marketing as most users always dreamed it could be.

### ***Hipscan.com Provides QR Marketing to Integrate with Any Campaign***

If you have created a mobile marketing campaign that makes use of a custom business video or a mobile website, Hipscan.com can create a QR code and print it on a variety of different promotional materials. The company will craft a detailed marketing strategy for the distribution and dissemination of your promotional items and advertisements to help you get the most benefit from this new technology.

If you are looking for a marketing campaign that blends together seamlessly, Hipscan can also create a viral campaign from the ground up. This means not only creating a QR code that links to your custom business video or mobile website, but creating the video or site as well. When your entire campaign is created as a cohesive unit, it can help keep users on the right page and can help you keep your brand strategy solid.

The QR code craze is just beginning, but the codes are certainly already making quite a splash. Taking advantage of new technology trends early is an excellent way to increase business even for new and unknown companies, and Hipscan.com can put you on the forefront of the QR code revolution.

