

Cutting-edge Real Estate Marketing using QR Codes

Are you going to be the last one to use QR codes to promote your real estate business? Hopefully not. Instead, why don't you jump in ahead of the wave and enjoy the ride of your life. In the next few paragraphs you will learn about the vast potential QR codes have for increasing the success of your real estate business.

Perhaps you have already noticed these square barcodes are showing up on marketing materials, business cards, ads, magazines, and even on banana stickers. You may have seen these but did not know what these are or the capability they possess.

QR codes or *Quick Response codes* are a relatively new barcode (at least in the United States). They have the potential to revolutionize present day marketing materials and techniques (they are already saturating marketing materials in Japan). A QR code is a barcode that can be scanned with a smartphone's camera, and once scanned, can leverage the phone's extensive capabilities. These barcodes are amazingly flexible and are very powerful.

How can a barcode be powerful? QR codes can trigger many different cell phone functions. They can launch a website, enter a phone number for easy dialing, display text-based messages, and more. Here is a partial list of the capabilities of a QR code. Once scanned a QR code can:

Play a video file

Imagine this: a potential client drives by a home that you are selling, they scan the QR code that you put on the "For Sale" sign, and they watch a video of you talking about the home that you are selling. Powerful indeed.

Launch a website

The phone's web browser will open and take the user directly to your website. Typing in urls on a cell phone is rather laborious; scanning a barcode is fast and simple. Ideally you can have a special webpage that is designed for the cell phone's smaller screen size.

Display your phone number & other contact info

Put a QR Code on your business card and give smartphone users the option to quickly and easily scan in your contact information. Scanning is much easier than typing it in and once entered; your contact info has a longer lifespan than a business card.

Play an audio file

Playing an audio message is a simple way to make a more personal connection with potential clients that come upon your marketing materials.

Display your message

You can make a QR code that displays a simple paragraph of text. You can even combine text with a website URL. Thus, you can write about your real estate business and include a link to your website.

By now your mind is probably running away with creative ways to use QR codes, but you may also be wondering how to begin. To begin creating your own QR codes, simply google "QR code generator". QRstuff.com & qrcode.kaywa.com are just a few of the many websites that will generate the QR code for you. It's free, it's easy, and it's time to catch the wave. Enjoy the ride. ■



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