



Smart **idea** Guide

Grow Your Business with QR Code Marketing Campaigns from *pbSmart*™ Codes!

Smart **idea**...

Capture Today's Mobile Audience

With **pbSmartCodes** you can quickly and easily create an end-to-end mobile QR code campaign that will turn a simple marketing program into a unique interactive customer experience. It's easy and it's sure to help grow your business! Here's how it works:



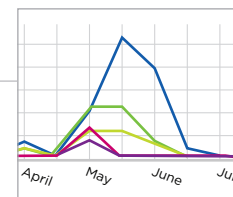
Generate

Generate QR codes with a few simple clicks and add them to marketing materials like signage, business cards, giveaways, packaging and more. Add your logo or company name to the QR code to put your branding front and center!



Design

Create customized mobile web pages optimized for smartphone users to read anywhere, anytime! Reach customers by promoting events, offering coupons or sharing timely information.



Track

With our analytics functions, you can count QR code scans and traffic to your mobile web pages. Review reports by page view and campaign, and measure the effectiveness of your QR code campaigns in real time.

Get started and bring your QR code campaigns to life!

Inside this guide you'll find *Smart Ideas* for QR code mobile campaigns that work for any business. We want to help you grow, so take a look at our *Smart Ideas* for inspiration to help you create effective mobile marketing campaigns!

Smart **idea** No. 1

Scannable Shelf Displays



It's not always easy to give adequate attention to every customer that walks in your door. So why not provide them with the next best thing – scannable shelf displays that will aid them in making decisions while you're tending to other customers?

Scannable shelf displays are an excellent way to share valuable information with a simple scan on the customers' smartphone. Customers are always looking for advice on which wine will pair best with a meal. Why not make their experience less intimidating by incorporating QR codes on shelf displays that will drive them to a mobile web page designed to help them select that perfect wine? You can even display Custom QR codes by adding the winery logo in the code! Customers will thank you for making their wine-shopping experience that much more enjoyable.

Smart **idea** No. 2

Scannable Packaging



With desserts being an all-time favorite indulgence, bakeries and specialty cake, cupcake and cookie shops are becoming ever-present. Make your store stand out from the rest by taking a futuristic approach to getting it noticed.

Adding QR codes to packaging is a great way to get people talking about your bakery. Place a QR code that scans to a mobile-friendly web page that houses your contact information, promotions, ingredients, testimonials, party tips and more. Existing and potential customers will be able to access everything they need to know about your company with a simple scan. You can even add discount offers into the QR code for customers to scan and use on their next purchase. Who knew marketing your shop could taste so good?

Smart **idea** No. 3

Community Center Information



Placing QR codes on signs and buildings around your community is a great way to provide information on everything from registering for upcoming programs to relevant community updates.

By scanning the QR code, community members will be driven to a mobile web page that provides details on programs, registration, schedules and contact information. They can even store your contact information directly into their smartphone address book so that your information is always easily accessible to them. Since mobile web pages are so simple to update, your page could showcase Public Safety Announcements and important local news updates that impact members – making your Center a dependable part of the community.

Smart **idea** No. 4

Easy-to-Access Travel Itineraries



Enable your clients to have a worry-free time abroad by ensuring all of their travel details are always at hand.

As part of the package you provide clients; including their tickets, ticket jacket and insurance information, why not add in a printed card that features their own custom QR code? By scanning the code with their smartphone, you can drive them to a custom mobile web page that features all of their travel details – flight times, transfer information, weather trends and even popular phrases that will help them get around in a foreign city. Your clients are sure to appreciate the added value your agency provides and will spread the word of your excellent service to friends!

Smart **idea** No. 5

Employment Opportunity Postings



Include a QR code on posters and flyers to promote job openings in local government.

Employment opportunities are always changing within local government. Avoid wasting money on custom signage for each new position that opens up by creating generic pieces that drive to a mobile-friendly web page housing all of the new job postings in one easily accessible place. Those interested in jobs within your government agency will be grateful that the postings are so easy to find, and you can reuse the signage by updating the web page as frequently as you need with new opportunities. Place the QR code on posters in office windows, or even on flyers that can be distributed at employment fairs.

Smart **idea**...

Bring Your Business to Life!



Scannable Shelf Displays



Scannable Packaging



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Easy-to-Access Travel Itineraries



Employment Opportunity Postings



With **pbSmart Codes** it's easy to connect with customers on the go. Remember, when someone scans your QR code with their smartphone they are telling you they're interested in what you have to offer.

To select the subscription plan that best meets your needs, or try it FREE, visit pbsmartcodes.com today!

For additional information call 1-877-822-0996, email support@pbsmartcodes.com, or connect with us on [f](#) [t](#).