



RELATIONSHIP MARKETING

Make Direct Mail More Effective With QR Codes



by Chad Rueffert, President, Braintree Marketing

Smartphone usage is estimated to double in the next year. That means the majority of the home-buying public will be walking around with a device in their pocket, purse or briefcase that allows them instant access to a world of information. Savvy real estate agents are working now to maximize their presence in the mobile world.

QR Codes are perhaps the simplest way to begin tapping into the mobile marketplace. Developed in Japan, QR Code is registered trademark of Denso Wave Incorporated, but can be used by anyone. The little, square, black and white boxes are essentially a two-dimensional bar code that contains a URL link. Smartphones with a camera function and freely available QR reader software can scan that code and immediately jump to the embedded information, allowing the user to visit a website, view a video, or download information.

This is a huge potential marketing tool for real estate agents. Real estate agents

marketing—business cards, yard signs, vehicles, fliers, bus benches and more.

We're especially excited about the use of QR codes in direct mail, and specifically through the *From Your Friends* relationship marketing program. QR codes take up only about a square inch of space (and with higher quality phones, that space is quickly getting smaller). But within that space is a link to an unlimited amount of information.

QR Codes can be easily added to the personalized portion of your *From Your Friends* postcard. Simply save the QR code as a jpg file, log into

your listings, or even your appreciation for repeat business and referrals.

Your Facebook Page:

Your QR code can link directly to your Facebook page, encouraging people to join your social network, allowing you to communicate with them regularly.

Listing Information:

Promote your latest listing by sending people directly to a property website, brochure or virtual tour. This seems to me to be an incredibly powerful marketing tool. Everyone on your *From Your Friends* list can now access information on your latest listings with just a few taps on their phone.

You've created all the online content you need to promote your real estate business. With QR codes sent to your past customers and sphere of influence on your *From Your Friends* postcard, you can get more information to more people more quickly and efficiently than ever!

For assistance customizing your *From Your Friends* postcards with a QR Code, call our customer service department at 866-866-0078.

How To Add A QR Code To Your From Your Friends Postcard



- 1) Create a QR Code from one of the many available websites
- 2) Save your QR Code as a JPEG file
- 3) Log into your account at www.FromYourFriends.com
- 4) Access the online design tool and upload your QR Code to the personalized portion of your postcard. Be sure the size is large enough to be scanned (at least .75 x .75).

have already created content (websites, online listings, virtual tours, blogs, brochures, Facebook pages, etc.) that is designed to be accessed online. By using QR codes, this information can now be accessed by mobile devices, providing immediate mobile access to the information without the requirement of a computer or manually inputting a long URL into a mobile web browser. I predict you will soon see QR codes on nearly every aspect of real estate

your account, launch the online designer, and upload the image to your postcard. Then encourage your postcard recipients to scan the QR code for more information. Your QR Code can link to:

YouTube Video:

YouTube is well-optimized for mobile viewing and takes advantage of the smartphone's ability to display video. Create a short video about yourself,

Great websites to learn more and create your own QR codes.

- www.qrstuff.com
- www.qrjumps.com
- www.Customqrcodes.com
- Vyou.it
- www.kaywa.com

Still not subscribed to From Your Friends? It's easy, affordable and effective! Visit our website at www.fromyourfriends.com