A new wave of digital engagement
Rita Zamora details how to scan your way to new patients with marketing QR codes

What is a QR code?
A QR code most closely resembles a barcode. You know, like the barcode on the back of a book or many purchases you make at a store. The barcode is scanned by a barcode scanner and then reports inventory, gives price, etc. A QR code, when scanned by a consumer’s smart phone using a special QR code scanner application can lead them to a website, a text message, business information and a whole lot of other informative places...with just one scan.

The codes themselves can be easily and inexpensively created on a number of QR code builder websites and then tracked to keep track of the effectiveness of any particular QR code campaign. The low cost, ease of use, and analytics make it a useful tool for dental practices.

How can a dental practice use QR codes?
Dental practices can use QR codes for everything from marketing to making access to information more convenient for patients:

1. Boost your Facebook Business Page activity by posting signage around the office with a QR code linking to your Facebook Page. Patients can quickly and easily “like” your practice and then post a rave review of the practice on your wall
2. Place a large QR code sign in your window. If you have a storefront practice this is sure to garner attention of passersby
3. Put an intriguing headline and special offer QR code in your ads. As most people rarely separate from their smartphones, they can immediately scan the code in your advert to retrieve the special offer
4. Create a QR code campaign that will motivate new patients to schedule an appointment directly. Rather than directing visitors to the main page of your website, have them land on an easy to fill out mobile-friendly appointment page. The faster and easier you make it for people to schedule the better

What are the benefits of QR codes?
QR codes are a speedy way to encourage interaction with your patients and potential new patients. Positioned correctly, QR codes are sure to garner attention for your practice. Go ahead. Take advantage of this new wave of digital engagement!

Sources:

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Don't forget the incentive – For most to pull out their phone to scan, a pretty appealing offer has to be in place. Make sure what you’re offering is helpful, interactive, or enticing!

In addition remember that while QR codes are still relatively new and quite clever, be sure to use them in the right context. For example, don't use a QR code when a simple phone number or website address may be better suited. Use your QR codes wisely and sparingly. As popularity of these codes increases, people will begin to scrutinize what they will and will not scan.

Implementing QR codes into your practice marketing strategy is an entirely new and cost effective way to encourage interaction with your patients and potential new patients. Positioned correctly, QR codes are sure to garner attention for your practice. Go ahead. Take advantage of this new wave of digital engagement!

About the author
Rita Zamora is an international social media marketing consultant and speaker. She and her team actively co-manage dozens of dental practice social media programs. Her clients are located across the United States and internationally. She has been published in many professional publications. Rita is also Honorary Vice President to the British Dental Practice Managers Association. Learn more at www.DentalRelationshipMarketing.com or email rita@zanamora.com.