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, price, etc. A QR code, when scanned by a consumer’s smartphone, contains special QR code scanner application that 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 created 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.

What can a dental practice use QR codes?
Dental practices can use QR codes for everything from marketing to making it easy and convenient to access information.

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. Create a QR code campaign that will motivate new patients to schedule an appointment.

3. Direct your code to a website or mobile device can’t access – One of the points of incorporating QR codes into your marketing is so your efforts can be mobile. If someone scans your code only to find that your website can’t be accessed on mobile devices, your efforts weren’t very successful.

4. Don’t forget to test the code – While you may be proud of your visually stunning QR code, if it doesn’t function properly, the only thing it will result in is the frustration of your patients or potential new patients.

5. Don’t direct your code to a website – Potential new patients to Google the name of your practice or a dental office. Not only will they be able to find 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.

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

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

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 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 scrutinise what they will and will not scan.

Sources:
www.olswang.com/convergence2011/