



# THE MATTE PAD

MARKETING KNOW-HOW FOR  
THE LEGAL PROFESSION

## The New Era of Mobile of Advertising for Law Firms – Harness the Power of QR Codes

**QR codes are a great way to boost your law firm's mobile marketing efforts!**

So I've talked about mobile marketing and touched on QR codes in the past, but now it's time to offer some advice on exactly what QR codes are and how to effectively use them in your mobile legal marketing strategy.

### **About QR codes**

QR codes are starting to pop up everywhere. They are the little maze-like images that appear at the bottom of both mobile and print. The purpose of a QR code is to store information (phone numbers, email addresses, Web links, calendars, etc.) and allow your intended audience to access that information easily from their smart phones. Smart phone users can scan the QR code much like you scan a bar code at a grocery store and gain access to whatever you point the code to for your firm. It helps drive Web conversion rates and helps move customers towards a purchasing decision by giving them what they need no matter where they are.

Technology has advanced to a point now where you can customize the way your QR codes look if you want, by branding them with your firm look and feel. It's still a bit tricky to do this and still allow the code to be readable by mobile devices, so I suggest using an expert to make this happen. Try [QRarts.com](http://QRarts.com) or [Delivr.com](http://Delivr.com).

QR codes can be printed anywhere, not just on your phone or online, but also on print ads, brochures, flyers, etc. But don't just start putting them on everything you do, because there are some best practices to consider.

- Don't place them where there is no wi-fi access, such as subway trains or tunnels.
- Don't place them on surfaces that reflect light easily since it will make them hard to read and scan.
- Test your code and its placement to ensure you pick the best place for it.

### **Should I use a QR code?**

According to [Search Engine Watch's article, "Top 14 Things Marketers Need to Know About QR Codes,"](#) QR codes are on the rise. Last year, mobile barcode scanning grew 1,600 percent, with 22 percent of the Fortune 50 already using mobile barcoding. To add to that, QR codes can be used for B2B and B2C purposes across all markets, including marketing, customer service and logistics. So to answer your question, yes, it may be time for your firm to consider using QR codes. Since they are not yet very prevalent in the legal marketing community, it will make your firm stand out from the rest quickly, and make you look on the cutting edge of technology.



## What you'll need to get started

- 2D barcode generator (Website service)
- 2D barcode reader (Mobile app)
- 2D barcode management/tracking tool (Website service) (optional)
- 2D barcode generator:
  - If it's mainly code format (i.e. QR, EZcode, Tag, etc.)
  - If it's mainly stored data (i.e. hyperlink, meCard, SMS, etc.)
  - If it's mainly for output (i.e. color, size, download file type, etc.)

The sites below are a place to start

- <http://www.QRStuff.com>
- <http://tag.microsoft.com/consumer/index.aspx>
- [http://web.scanlife.com/us\\_en/](http://web.scanlife.com/us_en/)

**TEST!** Once you've created your QR code make sure it works! This is the most important step. Test your code out on smartphones, iPhones, older versions of mobile devices, basically any device that may be used by your audiences to read your code. After all, you want everyone to be able to access your code, right? You don't want to waste money printing these codes if they don't work.

Maybe it's time to step up your legal marketing efforts and see what QR codes can do for you and your law firm – you'll be surprised how often you start seeing them now that you are aware that they exist!



Welcome to The Matte Pad! Here you'll find tips, trends and tools to help the busy legal marketing professional. I hope you'll find this content valuable and practical. Information on the latest social media trends, creative ideas and marketing strategies that you can use at your law firm or in your legal marketing department.

