



# **How To Connect Mobile With Social Sharing: Mobile Coupons, QR Codes & Video Social Mobile (Mobile Marketing For Small Business Book 1)**

*Ishwar UttamChandani*

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How To Connect Mobile With Social Sharing

Social sharing is a very common sight on the web these days. And while people often consider the barrage of picture, videos, game achievements and invites, and the many links of varying kinds as “spam”, there is no question of the amount of significance this has for website owners and companies all over the world.

### Social and Mobile Video Sharing

Video sharing has enjoyed an atmospheric rise over recent years, and the cause for this are astounding: mobile, social video platforms have been bolstering the strength that desktop and TV sharing experience consistently by far in this millennia.

### QR Code Response Rates

A recent report by Mobile Marketer revealed that Quick Response (QR) codes continuously drive consumers to take action more responsively and at a higher rate than direct mailing marketing. QR Codes are a simple yet effective marketing tool in engaging with your target customers and measuring the impact of your marketing assets and ROI. And with its explosive growth, QR code response rate continues to outgrow direct mailing marketing response rates. According to the report, the average response rate for consumers using QR codes was around 6.4%; while, the average response rate for direct mailing marketing was around 4.4%.

Here are some of the reasons why QR code response rates have performed better and are rapidly growing than direct mailing marketing:

### Mobile Coupons

In this day of forced frugality, consumers are more adamant in cutting costs in any way they can. That, plus the advent of innovation and technology, has given rise to mCommerce or mobile commerce.

Commercial transactions are made easier online through mobile phones, tablets, and laptops. It is because of this speed and convenience that mobile commerce has quickly risen in usage.

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