

3 Ways to Leverage QR Codes to Improve The Holiday Shopping Journey

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Connecting with your customers during their entire buyer journey is vital to building a long relationship. Digital can help you be more personal if you just put a little TLC into how you set-up your technology.



QR codes or quick response codes are a great way to connect with your customers before, during and after a purchase.

Your holiday marketing tools like signs or direct mail pieces should have a QR code on them

with a call to action "scan for a special" message. Take your buyer to a special online catalog or video where they can experience the specially selected holiday jewelry for your Black Friday Sale. Use this as way to show off your store's personality and provide more detail about the selected pieces along with a few styling tips.

Instore experiences are a fabulous place to add in QR codes. Sprinkle in QR codes next to select pieces in your jewelry cases and give your store goers information about the journey and story behind the design. Your holiday shopper is looking to share the sentiment of the piece they choose with their loved one. Explaining the information about where the diamond or gemstones is

from will help your buyer feel good about their purchase. Don't forget to be festive and playful that's the fun of instore shopping. Use QR codes in other areas and create special pages that take your visitors to videos with holiday messages of gratitude from your team or maybe a special family recipe for Egg Nog.

After the purchase QR codes integrated into packaging can be a wonderful way to build loyalty. Create special cards that customers can scan that will give them care instructions for their new jewelry or background on the protection or insurance plan that they purchased. This is the time to remind them you're there for them no matter what they need so they can feel good about their purchase.

My favorite thing about QR codes is that it will provide you with some insights. If you set the codes and the end videos and pages up with analytics you can learn so much. For example, which codes were scanned and how engaged was the customer once they loaded the content. Did the product cases that had the QR codes see higher sales than ones that did not have them? Did customers have more conversations with sales associates after they watched a holiday team video? Digital tools can help your store build better experiences for your customers and give you more insights to gain a more loyal customer.

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