

Thanks Terrie for sharing this great info.

Terrie Hendrix - Swinomish Casino Bingo

After reading the previously released article on QR codes, I was intrigued to say the least. I immediately started researching on the Internet and YouTube. I was amazed at the possibilities available to us in a time when budgets are low and marketing funds even lower. In the past couple weeks we have slowly introduced our guests to QR codes. I opted to start with our Cosmic Bingo guests, as they are definitely the most tech savvy and adapting to new ideas. I posted a QR code on our Facebook page to see what would happen. We had 4 responses and a couple likes. I thought that was terrific. I then gave those 4 people a Buy In for Cosmic Bingo for responding. After posting those guests won something, we had 4 additional responses and 4 more likes. I posted another code, not for anything free but just to see what response we would receive the 2nd time around. This time we had 11 comments. It may not seem like a lot, however that's 11 guests that will start talking to others about it and that's free advertisement! I wanted to reach our guests who were not on Facebook as well. So we had our MC of Cosmic Bingo start pumping the Cosmic Crowds up (which average 200) by telling them we would be adding a new twist and game shows using QR codes so to have their smart phones ready. We posted 4 separate codes, each code part of a phrase. We posted one on each wall of the hall. The first 5 guests to decipher all 4 codes and tell the Supervisor the phrase in the correct order would receive a free Buy In. For our second introduction there is a poster with 30 QR codes displayed. This is like the memory game you played when you were a child. 2 guests are drawn and come up to the poster. The 1st contestant scans two codes and tries to get a match. The first guest to get 5 matching pairs wins the top prize and the runner up wins a consolation. A few issues you may want to consider: Not everyone has a smart phone and not everyone has a QR reader application on their device. Fortunately for us our company phones now have both of these so we simply let the guest use our device if they did not have one of their own. My main goal at this point is to educate our guests about the codes in an entertaining way. The introduction and training is going well. This weekend we have 10 QR codes placed randomly in machines and 10 randomly in paper packets. The codes in the machines will match a code in the paper. Those guests must find each other and then go to the host and if they make the noise together in the microphone of the animal in their code, they will receive a free Glow Dauber and Glow Necklace. I recently met with our Marketing Coordinator who gave me a local Bellingham magazine and I was amazed at the number of QR codes used in the advertisements. In our May newspaper ads we will be including a QR code which links to a video of Cosmic Bingo on our Facebook page. I am excited to see how many new guests this will reach that may be tech savvy but not aware of the product we offer. The marketing and number of guests we can reach with QR codes at no cost is absolutely amazing!