



# Case study: **Beamond Rentals**



## **pbSmart Codes helps Beamond Rentals target a mobile audience**

Beamond Rentals is an independent firm specialising in Residential Lettings and Property Management dealing with anything from one bed flats to four bed houses. Based in the coastal town of Mablethorpe, Beamond deals with residential lettings for the local area and has been doing so for nearly 7 years.



Scan our QR code and visit our website to learn more

Company owner Paula Beamond purchased the pbSmart Codes package from Pitney Bowes in May 2012 to enhance the company's advertising boards and to feature on a weekly banner advertisement in the local paper.

"We have been using a Pitney Bowes franking machine for over 6 years and have had a great experience of working with the company. So when I received the marketing material advertising pbSmart Codes, I was intrigued." says Paula.

"Having already noticed the codes elsewhere I decided to investigate how we might use them in our marketing. I thought it was something that would create interest; something people would walk past and wonder 'what's that?'"

QR codes are a marketing tool suitable for businesses ranging from global corporations to SMEs. They are two-dimensional codes designed to be read by an electronic scanner such as a smartphone. The code then directs the user to a webpage, or other kinds of information such as videos or images. Beamond Rentals use the codes to showcase properties offered by local landlords.

Pitney Bowes' pbSmart Codes is an end-to-end solution that allows users to generate a code, create a custom mobile webpage which can include logos, images, offer coupons or surveys and to track and analyse the results. Therefore, the solution is particularly suited to SMBs or other organisations that might not benefit from a dedicated marketing team or a large budget.

*"At first I thought creating the codes would be really difficult but actually it was so easy"*

"I love that if someone has a smartphone they can be sent straight to our website, to learn more about our company and potentially get in touch. And even though the code takes up relatively little space, it hosts a world of information that I'd never be able to fit into an advertisement of the same size," explains Paula.

"So many customers have been impressed with how good it looks. When you scan the barcode and show them they immediately express their amazement. When you have a look at it on a smartphone, it looks really amazing and gives a modern feel to our marketing."

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Paula also found the solution to be very user-friendly.

"At first I thought creating the codes would be really difficult but actually it was so easy. I'm not what you would call completely computer-literate but it was all online and I was actually able to set it up myself in about half an hour....and it looked good!"

The financial benefits were also immediately identifiable, "I would definitely say it saves me money on advertising. Just using one code probably saves as much as £50 a month. It's a cost-effective and easy-to-use marketing tool which is helping us to build our brand. I'd definitely recommend it to other small businesses," says Paula.



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