

Introducing QR Codes!



Scan it to try!

Today, everyone is using QR Codes as another way to bring the greatest offers on promotional products. QR Codes are barcodes that are readable by Smartphone cameras and link to websites or other digital media. Simply download a free barcode scanner application for your mobile phone. Open the app and use your phone's camera to read the QR code. You will be connected to that product's web page or promotional information to find the latest promotions for that item! Using QR Codes, will bring you the most up-to-the-minute pricing and can be updated while maintaining the same QR Code. This will keep your customers always updated on what your company is offering.

In addition to Social Media and eMarketing, QR Codes offer yet another opportunity to contact or "touch" a customer. Experts say that 80% of sales are made on the 5th contact so it is important to make yourself available as many ways as possible.

A whopping 64% of Android users have QR readers installed on their phones – the #3 most installed application. Five out of ten people have seen or know about QR Codes and there are currently 13 times as many people scanning QR Codes in December 2010 compared to those in January 2010.

These boxy opportunities are appearing everywhere from magazines and commuter trains to cereal boxes and television ads. They turn every advertisement into merely the first step between you and your customer. As they scan the QR Code, they are whisked away to your webpage, blog or liking you on Facebook. The potential is limited only by your imagination.



Just scan the QR code to find all the most current, up-to-date promotions and information for all of your favorite products!

Think of QR Codes as a shortcut for your customers, a cutting-edge way to reach them immediately. Try these examples:



Virtual Tour



Coupon



**Up-to-the-minute
Interest Rates**



Viral Video

How to Use QR Codes...

1 Download a QR or Bar Code Scanner for your Smartphone. For Android phones go to the Android Market, iPhone users will use the App Store and Blackberry users visit the App World.

Best QR Scanners:

iPhone

Scan (Recommended)
Blazerfish

Android

Blazerfish (Recommended)
ScanLife

Blackberry

QR Code Scanner Pro (Recommended)
BeeTagg

2 Open the app, which will activate your phones camera function. Aim at the QR code and hold still for a few seconds while the camera focuses. An option to go to the information should pop up once the reader has captured it or it will take you directly to the site.



Pro Tip: Try to keep the phone's camera parallel with the QR Code and double-check that you have enough light.

3 Creating QR Codes is just as easy. A lot of websites offer a service for FREE. We recommend <http://beqrious.com/qrcode/create> and <http://www.delivr.com/qr-code-generator>. These sites let you create QR Codes and save them in PDF, GIF, PNG and EPS formats.



delivr.com



beQRious.com

4 But wait! There's more! You can also track the effectiveness of a QR Code campaign using Google Analytics. Before you create your QR Code, visit the site goo.gl and type your URL in the text box and click "Shorten." Google will give you a shorter URL that makes for less dense QR Codes (easier to read) and allows you to track when and how consumers are using the QR Code. Add ".info" to the shortened Google URL to see how many times the code has been scanned.



goo.gl



vs.



Both of these QR Codes go to the same Youtube video but the one on the left is much easier to read!

goo.gl/6XyaW

www.youtube.com/watch?v=P-OKkZdYQeg

How to Make a Fantastic QR Code Campaign!



A great place to start is by looking at how other companies are using QR Codes. Some use them to give their customers more information about the product (i.e. QR Code on instructions for a potted plant, washing instructions on a shirt) while others are using them to send out a preview to potential customers.

Recently, a major book publisher paid for a QR Code sticker to be placed on the front of the Chicago Tribune and the code allowed the readers to preview the first chapter of an upcoming book.

QR Codes can also create a 'marker' on Google Maps, allowing customers to scan and get directions to your business, no matter where they are located! Imagine creating an inexpensive keytag that allows your customers to find you easily or go straight to your Facebook page.

QR Campaign Ideas



Moretti's Pizza: Trying to keep up with their competition, Moretti's started a deal-of-the-month campaign offering exciting new coupons on their website. To get the word out, they sent out the DP-334 Tuff Tag with their logo and a QR Code on the back. The QR Code was a great way to stay in touch with customers and now many of them have kept the tag on their key chain to look up the latest deals.



Coupon

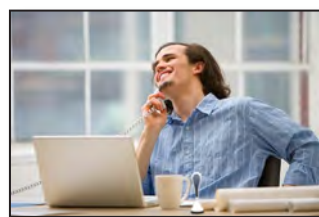


Up-to-the-minute Interest Rates

Superior Bank: Knowing that they had some of the best CD rates on the market, Superior Bank wanted to advertise their bank accounts but interest rates changed daily. So that customers could get the latest rates, they gave out the DP-369 Calculator Pouch with a QR Code that directed them to the rates for that day. The pouches were a huge hit and everyone loved the ease of scanning with their phones to get an updated rate.



Pro Tip: If you want to have a QR that updates with new information then be sure to keep the URL exactly the same when you update. The code will always direct to the same webpage.



SparkFun: To spark an interest in their new line of office electronics, Sparkfun sent the DP-269 BuzzBrush™ to their top clients. Additionally, they included a QR Code that took their customers to a fun video that showed how the brush worked. The campaign pulled in a lot of repeat business and the viral video helped spread the word about their new products.



Viral Video



Virtual Tour

Emery Real Estate: After showing potential properties to their clients, the realtors at Emery Real Estate wanted to be able to stay in touch with something more than a business card. They started giving out the DP-277 House Magnet Clip after home tours. The product also included a QR Code that directed them to a virtual tour of other homes in the area.



Want extra copies of this? Scan this QR Code for a PDF!

