ABOUT QR CODES

Learn what they can do, how to make them, & how to use them effectively.

QR codes aren't new, but they've been everywhere in recent years, gaining popularity as an effective touch-free technology.

"Quick Response" or QR codes are square barcodes that, when scanned, provide immediate access to the data stored within. A "static" QR code contains fixed information, such as text, while a "dynamic" QR code directs to live content, such as a website. The live content can be updated without needing to update the QR code.

Anyone with a smartphone camera can scan a QR code to access content online, view a menu or map, make a payment, check-in at a location, or clip a coupon. These are just some of the daily activities QR codes have helped to make contact-free & safer for everyone.

The number of new uses people have come up with for QR codes during the pandemic have shown us that these little squares are still full of possibilities!

"Anyone with a smartphone camera can scan a QR code..."

WHAT CAN A QR CODE DO?

This versatile tool can help you do a multitude of things, including:

• Direct to websites faster & with less error than by entering URLs manually

• Instantly share contact information

• Instantly download PDFs or other digital assets

• Direct to a video or specific YouTube page

• Scan as contactless tickets or check-in for events

• Register for an event or auction online

• Link to download an app on the Apple Store or Google Play

• Authenticate online accounts & verify login credentials

• Send & receive payments or donations

• And so much more!

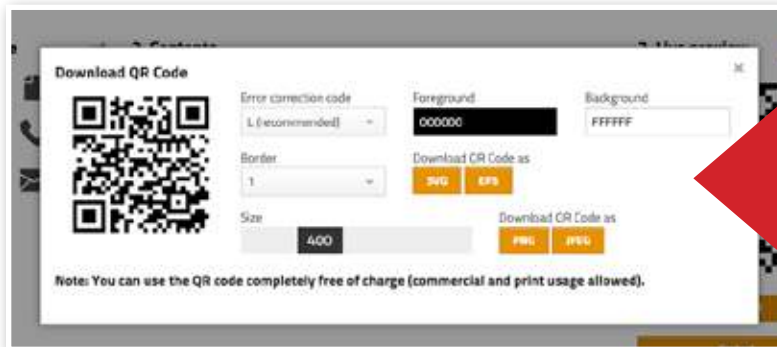*The QR Code on these postcards from SIBLY take users to download their app.*

HOW TO CREATE & A SIMPLE QR CODE

Let's say you want to create a simple QR code that instantly takes people directly to your website's homepage. **Follow the steps below:**

1. Choose a QR Code Generator *(See our list of Resources at the end for 3 free options!)* & select "URL" as the type of QR code you want to create.

2. Copy the exact URL of the webpage you want to direct to & paste it into the content field of the QR Code generator.

3. Download the QR Code.

Some Generators offer more options; black & white work best for scannability, while SVG or EPS files work best for print.

FANCY QR CODES

If you want your QR Code to stand out more than the typical black & white square, there are options for that, too.

Some generators *(many from paid providers)* offer additional personalization features that allow you to adjust the shape & colors, add a decorative frame, or even include your logo to help you attract more engagement with your QR Codes.

Traditional QR Code

VS

Scan Me

Personalized QR Code

Bag & Baggage, a local theater company, includes QR Codes on their promotional materials as an easy way for people to get more info about their productions & direct them online to purchase tickets.

TRACKABLE QR CODES

When created with a trackable URL, QR codes become a valuable data collection tool.

These **dynamic QR codes** can help you collect real-time information – like how many times a code is scanned, where it was scanned, what time, & on what kind of device.

As a Marketer, this can help you:

• Increase engagement on your marketing & sales materials

• Convert from printed materials to online channels instantly

• Track scans & collect data on who responds to your messaging *(response rates, website analytics, & ROI)*

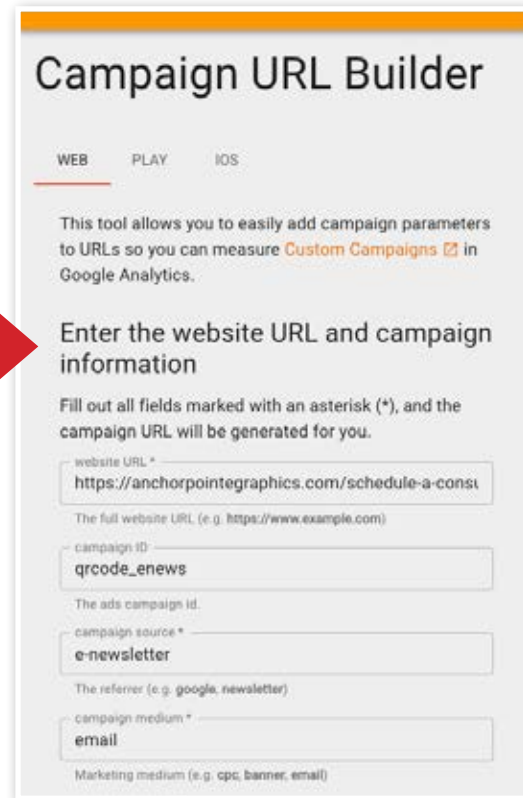# HOW TO CREATE TRACKABLE QR CODES:

1. Create a Custom Campaign URL –

To make a trackable QR code, start with a custom campaign URL.

A custom URL with specific parameters, such as campaign ID & the media source, allows you to see where your website visitors, page views, & clicks originated from.

In the **Campaign URL Builder**, enter the URL of the website you want to direct to & the campaign information.

Fill out the other required fields with the corresponding information.

Campaign URL Builder

WEB   PLAY   IOS

This tool allows you to easily add campaign parameters to URLs so you can measure Custom Campaigns ☑ in Google Analytics.

Enter the website URL and campaign information

Fill out all fields marked with an asterisk (*), and the campaign URL will be generated for you.

website URL *
https://anchorpointegraphics.com/schedule-a-const
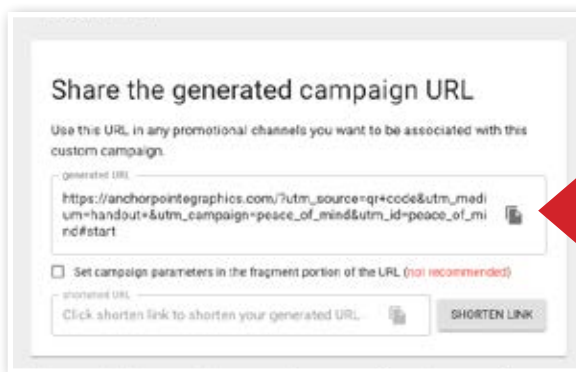The full website URL (e.g. https://www.example.com)

campaign ID
qrcode_enews
The ads campaign id.

campaign source *
e-newsletter
The referrer (e.g. google, newsletter)

campaign medium *
email
Marketing medium (e.g. cpc, banner, email)

Share the generated campaign URL

Use this URL in any promotional channels you want to be associated with this custom campaign.

generated URL
https://anchorpointegraphics.com/?utm_source=qr+code&utm_medi um=handout+&utm_campaign=peace_of_mind&utm_id=peace_of_mi nd#start

☐ Set campaign parameters in the fragment portion of the URL (not recommended)

shortened URL
Click shorten link to shorten your generated URL.   SHORTEN LINK

2. Copy the generated campaign URL at the bottom for the next step.

3. Generate a QR Code using the Custom Campaign URL –

Follow the same process as creating a simple QR code.

Paste your *Custom Campaign URL* in the URL field of the QR Code Generator & download the QR code as a PNG or EPS file.

Once your trackable QR code is created, use it on all of your campaign materials to promote engagement & track the responses.

The data collected - such as how many times your QR Code is scanned, when, & where - will appear with the campaign's ID in your website analytics page.

HOW TO USE QR CODES EFFECTIVELY

QR codes are simply another tool in your marketing kit – here are a few tips for how you can use them effectively as part of your marketing efforts.

Make them stand out.
Incorporate QR codes into your materials in a way that helps them get noticed. Make them a focal point of your message by choosing placement carefully, adding embellishments & using text elements to draw attention to them.

Be clear about what the QR code will do.
Use concise language to tell what will happen when someone scans a QR code. Try to use short prompts such as, "scan to get a free voucher," or "scan here to donate."

Make it lead to something valuable.
The content your QR code leads to should be of value to the people you want to scan it – whether it leads to a free resource, provides them with a coupon for a discount, or offers new information about something they're already interested in.

For example, a winery tasting room might display table-top signs featuring QR codes that direct to short videos on expert food pairings for each wine.

Know who you're talking to.
If you are targeting older demographics, remember to provide instructions to use their smartphone camera as a QR code reader. For younger crowds, it's safe to assume they already know how to do so.

Beware of common print errors.

A badly printed QR code is a waste of time & money. To avoid printing errors that could make your code unusable, follow these best practices:

Save QR codes as SVG or EPS files, or PNGs with a resolution of 300dpi.

Print at a minimum size of 1x1" square.

Avoid using materials that reflect too much light, such as high gloss finishes.

Leave a 1/2" margin of space around each QR code.

Left: This QR code was printed from a low-resolution file. Due to this, it is unable to be scanned.

Right: This QR code was printed with an EPS file. The sharp edges of the shapes are preserved, as is the code's scannability.

ONLINE RESOURCES

Below are some helpful online resources we've gathered to help you successfully start using QR codes as part of your marketing & business efforts. Enjoy!

Trackable Campaign URL Builder – This tool allows you to add campaign parameters to URLs so you can measure Custom Campaigns in Google Analytics.

https://ga-dev-tools.web.app/campaign-url-builder/

Eventbrite's Guide on How to Use QR Codes for Events will help you learn how to use QR code tickets for registration to speed up ticket sales & check ins.

www.eventbrite.com/l/how-to-use-qr-codes-for-events/

50 QR Code Uses for Business & Marketing – for even more inspiration to start using QR codes to your advantage.

smallbiztrends.com/2021/01/qr-code-uses.html

QR CODE GENERATORS

There are a variety of different QR Code Generators online – many of them free! Here are 3 of our team's favorites for you to try:

1) QR Code Generator.com – www.qrcodegenerator.com

2) QR Code Monkey – www.qrcode-monkey.com

3) Beaconstac QR Code Generator – www.beaconstac.com/qr-code-generator

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