

Article

QR (Quick Response) Codes FAQ*

Many of you have seen QR codes – those funny looking square digital images that seem to be everywhere. “QR” stands for “quick response”. The following outlines some basic information about QR codes and how they can be used.

What Are QR Codes?

QR codes are essentially a two-dimensional barcode that, once scanned through your smart phone app or other barcode reader, connects you to the Internet for more information. They’ve actually been around since 1994 but are just starting to gain momentum in the U.S. QR codes are not a licensed technology, so anyone can use them.



What Are QR Codes Used For?

Among other things, QR codes can be used to :

- Link to or bookmark a website, YouTube clip
- Send an email. Tweet or SMS
- Create a calendar event
- Access coupons, get additional information, enter a sweepstakes, make a purchase

What Are The Benefits of QR Codes?

QR codes are amazingly flexible and are extremely convenient to use for both consumers and marketers:

For Consumers:

They eliminate the need to:

- key in a web address
- re-enter a web address that has been mistyped
- remember a web address

For Marketers:

- Links multiple media channels (direct mail, billboards, etc) and drives traffic to a website
- Provides an inexpensive means of distributing information and coupons and gathering customer information
- Provides real-time response tracking
- Allows for testing of many offers at the same time to determine what works best
- Attracts a broad array of consumers, especially younger consumers

Where Can QR Codes Be Used?

Everywhere!

- Emails
- Print Ads
- Billboards
- Direct Mail
- Trade Shows
- Retail Displays
- T-shirts
- Many more!

How Do QR Codes Work?

It's easy! Simply:

- Download a free QR reader application for your smart phone or tablet
- Find a QR code - they're everywhere!
- Tap the scanning application, camera automatically activated & looking for QR code
- Point your phone at the QR code. You will hear a "bing" which means you are being taken to the content promised



Best practices

QR codes can be used in every medium (print, mailing, websites, T-shirts - you name it!). Here are some things you should keep in mind when incorporating a QR code into your marketing:

- The QR code should be stamp size for quick and easy capture
- Keep the amount of information limited so it will download more quickly
- Offers and Calls To Action are the primary reason consumers scan QR codes so be sure to make sure the "real estate" attractive and attention-getting so consumers will want to get more information or offers
- Link the QR codes to web pages with specific content related to the QR code offer or information rather than to Facebook or a general company website
- Give consumers an incentive for scanning your QR code (e.g., access a special offer). Provide instructions about how to scan the code and what information it links to.

How Do I Generate a QR Code?

There are a number of resources that allow you to generate your own QR codes. Some of them are:

- Get free QR code generator static QR codes www.satorisoftware.com
- QRStuff.com is good all purpose
- Begrious.com allows upload company logo insert in QR code before download
- CustomQRCodes.com and Qrlicious.com paid services create custom branded QR codes with style and accuracy

Source: <http://multichannelmerchant.com/ecommerce/getting-started-qr-codes>

Summer QR Code Promotion From The USPS

The USPS is offering a Mobile Barcode Promotion during July and August with a 2% discount for marketers who incorporate QR Codes on their mailings. Scan the QR Code below to link to official details for this special offer.



USPS Discount Offer

Scan This Code With
Your Smartphone

*Extrapolated from Mailing 102: Advantages of QR Codes for Direct Mail webinar by Michael Maquire, Software Business Development Manager, Neopost USA Addressing Group