

Marketing with QR Codes:

Getting Started Guide



BURRIS
COMPUTER FORMS[®]
The Print-On-Demand Forms CompanySM

*Learn how to successfully use your own computer and printer to
create marketing with QR codes.*

This guide covers how to successfully use QR codes in your marketing, including:

What are QR codes?

Why should you create your own QR code?

Myths about using postcards

Why you should market with postcards

Why you should create marketing with QR codes using postcards

How to create QR codes for marketing

Links to apps to read QR codes

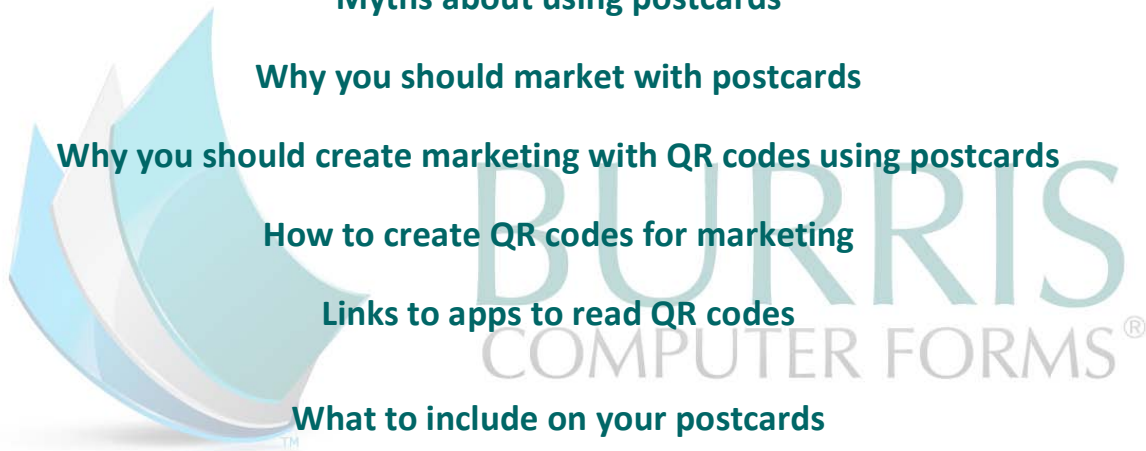
What to include on your postcards

Templates to create postcards

QR codes uses

What types of companies can print their own forms with QR codes?

What forms can I create?





Scan this code with the barcode reader on your phone.

What are QR codes?

QR stands for Quick response. QR codes can include text, a URL, links to video, or other data. QR codes are two dimensional barcodes in the shape of a square with smaller squares within, usually black squares on a white background.

[View video about QR codes](#)

Why should you create your own QR code?

It's a new way of marketing and can be part of a mobile marketing campaign. Marketers who use QR codes in their messages are unique. Allow a print ad to take your prospect directly to your website without a single keystroke.

Reasons why people don't use postcards

Myth 1: "It's expensive."

Myth 2: "It takes more time."

Myth 3: "I don't know how to."

Why you should market with postcards

Cheapest to mail (currently 28¢)

Print 4 up or 2 up

Smallest piece of mail, often placed on the top of the mail stack

Don't require opening or envelopes

Why you should create marketing with QR codes using postcards

Target prospects & customers on the go

To make the most of the space on your postcard message

Interactive way to connect your print media with your digital media

Postcards are small and easy to hold on to for future reference

Provide buyers with information that adds value to their experience

Highlight complementary products, reviews, suggestions for use, etc.

How to create QR codes for marketing

<http://zxing.appspot.com/generator/>

Links to apps to read QR codes

[NeoReader](#) or [Barcode Scanner and QR Code Reader](#) for iPhone

[Barcode Scanner and QR Code Reader](#) for Android

[Microsoft Tag](#) for Windows phones

[NeoReader](#) for BlackBerry, Palm, or other phones

What to include on your postcards

Message

QR code

Directions to the reader on how to scan the QR code

Templates to create postcards

[Postcard template for Microsoft® Publisher](#)

[Postcard template for Microsoft® Word](#)

QR codes uses

- Auto-dial a phone number
- Grand opening announcement – generate a map / driving directions
- Coupon or offer – link to promotional code or page on website
- Anniversary offer – special offer for the anniversary of their first purchase
- Announcement - new products, services, or news about your company.
- Ask for me – link to same information one would find on a business card
- Birthday – coupon or special offer to a customer on their birthday
- Bring a friend– link to promotional code or page on website
- Catalog requests– link to page on website
- Invitation– link to page on website
- Lead generator– link to page on website
- Mini-newsletter or blog– link to newsletter or blog
- Product launch– link to page on website
- Survey– link to page on website
- Thank you offer – link to promotional code or page on website
- Website– link to page on website
- Charities-mobile donations
- Concert flyer– link to page on website
- Product tracing– link to product specs (batch #, production date, etc.)
- vCard entries– link to same information one would find on a business card
- Product packaging-link to instructional videos or a website

What types of companies can print their own forms with QR codes?

Amazon Sellers

Auto dealers

Booksellers

CD/Music Stores

Churches

Designers / Artists

E-commerce

Finance & insurance

Fulfillment/Distribution

Government/Municipalities

Hotels

Non-profit

Property Management

Real estate

Retailers

Shippers

USPS Click-N-Ship Users

Utility Companies



The logo for Burris Computer Forms features a stylized graphic of overlapping blue and white curved shapes on the left, resembling a modern building or a series of pages. To the right of this graphic, the word "BURRIS" is written in a large, light blue, sans-serif font. Below "BURRIS", the words "COMPUTER FORMS" are written in a smaller, grey, sans-serif font, followed by a registered trademark symbol (®).

BURRIS
COMPUTER FORMS®

What forms can I create?

[Admission Tickets](#)

[Address Labels](#)

[All Occasion Cards](#)

[Announce New Location Door Hangers](#)

[Announcement Cards](#)

[Apartment Permanent Parking Passes](#)

[Appointment Reminder Cards For Dentists](#)

[Appointment Reminder Cards For Doctors](#)

[Appointment Reminder Cards for Veterinarians](#)

[Auxiliary Labels](#)

[Baggage Checking Tickets](#)

[Bar code Labels](#)

[Blank Greeting Cards](#)

[Church Door Hangers](#)

[Church Welcome Cards](#)

[Coat Check/Claim Tickets](#)

[Coupon Special Cards](#)

[Do Not Disturb Sign](#)

[Door Hanger Marketing](#)

[Flash Cards](#)

[Food Drive Door Hangers](#)

[Garden/Nursery Plant Labels](#)

[Golf Club Labels](#)

[Hangtags](#)

[Holiday 4-up Cards](#)

[Holiday Mailing Labels](#)

[I Will Be In Your Neighborhood Door Hangers](#)

[Ideas for Postcard Marketing](#)

[Information Update Forms](#)

[Lawn Care Advertising](#)

[Library Labels](#)

[Mailing Labels](#)

[Maintenance Notices](#)

[Materials Management and Inventory Control](#)

[Medical Labels](#)

[Meeting Reminder Cards](#)

[Name Badges](#)

[Open House Door Hangers](#)

[Party Invitation Cards](#)

[Permanent Parking Passes](#)

[Pharmacy Labels](#)

[Pizza Specials Advertising](#)

[Printable Holiday Recipe Cards](#)

[Product Information Cards](#)

[Property Management Door Hangers](#)

[Raffle Tickets](#)

[RC Decal Labels](#)

[Real Estate Postcard Marketing](#)

[Recall Notices](#)

[RSVP Cards](#)

[Save The Date Cards](#)

[Service Interruption Notices](#)

[Service Reminder Cards](#)

[Sorry We Missed You Cards](#)

[Survey Forms](#)

[Table Place Cards](#)

[Table Tent Cards](#)

[Thank You Cards](#)

[University Exam Number Cards](#)

[Valet Parking Tickets](#)

[Warranty Cards](#)

[Waybills](#)

[We Were Here Notices](#)

[Welcome New Patients Door Hangers](#)

[Wine Bottle Labels](#)

[Wine Jar Labels](#)

BURRIS
COMPUTER FORMS®

Can I request samples of blank forms to try? [Request Samples](#)

How can I create my own documents?

Use our [free blank templates for Microsoft® Word® or Publisher to create your own custom designs.](#)

How –To Articles & Tutorials

Postcards:

[How to create Four-of-a-Kind Postcards \(TM\) using Publisher & Word](#)

[How to create Four-of-a-Kind Utility Postcards using Publisher & Word](#)

[How to create Print On Demand Jumbo Postcards \(TM\) using Publisher & Word](#)

[How to create Print On Demand Single Postcards \(TM\) using Publisher & Word](#)

Brochures & Mailers:

[How to create trifold brochures or mailers using Word](#)

Notecards, Tent Cards, Half Fold, Greeting Cards:

[How to create notecards using Publisher & Word](#)

[How to create tent cards or halffold cards using Word](#)

Door Hangers:

[How to design 3 per page Create-n-Hang Doorhangers \(TM\) using Publisher & Word](#)

[How to design 2 per page Create-n-Hang Doorhangers \(TM\) using Publisher & Word](#)

Membership cards:

[How to create membership cards using Word](#)

Mail merges, folding paper, and more:

[How to mail merge using Word & Publisher](#)

[How to fold Burris scored cardstock](#)



Scan this code with the barcode reader on your phone.

Contact Us:

Burris Computer Forms

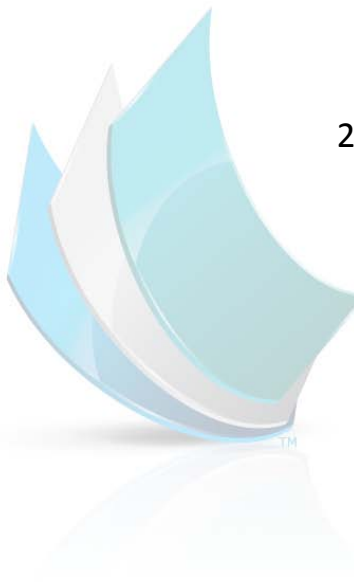
PO Box 21502

2222 Electric Road, Suite 204

Roanoke, Virginia 24018

<http://www.pcforms.com>

burris@pcform.com



You Tube: <http://www.youtube.com/user/pcforms>

Twitter: <http://www.twitter.com/pcforms>

Facebook: <http://www.facebook.com/BurrisComputerForms>

[Subscribe](#) to our [time-saving and money-saving tips](#) on how to print-your-own forms

Resource Guide:

Start here:

<http://www.pcforms.com/GettingStarted>



Scan this code with the barcode reader on your phone.

How To guides:

<http://www.pcforms.com/How-To>

Which paper will my printer handle?

<http://www.pcforms.com/PaperWizard>

Paper Weight Comparison Chart:

<http://www.pcforms.com/PaperChart>

Request samples:

<http://www.pcforms.com/Samples>

Download templates:

<http://www.pcforms.com/Templates>

Subscribe to our time-saving and money-saving tips:

<http://www.pcforms.com/Blog>

BURRIS
COMPUTER FORMS®