QR Code ✓ Check List and ✓ Fact Sheet

What is a QR Code?
The Quick Response Code is a 2D matrix bar code that is capable of storing up to 4,296 alphanumeric or 7,089 numeric characters.

Made in Japan 1995 By Denso Wave, Inc.

Smartphone market penetration projected to be 50% by Q4 2011.
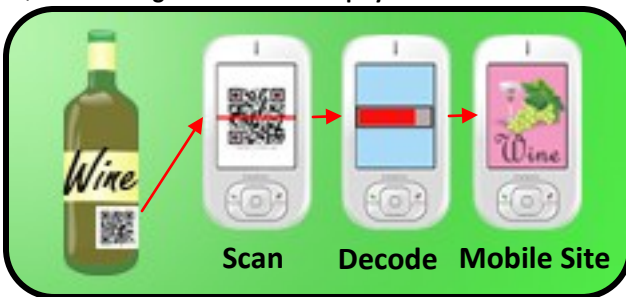*Nielsen*

Mobile Internet to over take desktop internet usage by 2014.

Mobile QR scanning grew by over 800% from Q1 2010 to Q1 2011.

Photo Credit: Eugene Flores

QR Code brings customer from physical to online world.

Scan → Decode → Mobile Site

Who scans QR Codes?

- 57% of Facebook & Twitter Users
- 49% of smartphone owners
- 70% of Smartphone owners are interested in scanning QR Code
- 87% of smartphone owners would scan a QR code for a coupon or discount
- 35% of ALL U.S. shoppers interested
- 72% of smartphone users likely to recall an ad featuring a QR code.

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How to get QR Codes?
There are a number of free and paid QR Code generators available on line. For information:
QR Code Resources
Do you want to try a QR Code Campaign but need some help?
QR Code Plans & Packages

QR Code Check List

☐ **Call to Action:** There must be a reason for the person to scan the QR Code and it should be more than to just "Like" your Facebook page. Be creative. What would you like your customer to know or do right now?

☐ **Mobilize the Landing Page:** Regular websites are hard to read and navigate on a mobile phone. Make sure it is easy for your customers to access and use your page and just like any web page make it clear what you want them to do.

☐ **Keep the URL Short:** The more information the QR Code has the denser and harder it will be to read. If you are making a QR Code from a URL use a URL shortener to keep the QR Code neat and readable.

☐ **Valuable Content:** When the scanner gets to the landing page will there be valuable information or a reward? Will they get a coupon, learn about the product, or join something cool? If their experience is lame they won't scan your code the next time.

☐ **Test the QR Code:** Does it work on other phones and readers? Is it printed too small? Does the logo or color interfere with its scanablility? **Test, test and test.**

☐ **Keep Track of Traffic:** How many people are scanning your code? Either generate a unique URL that you can track through a system such as Google analytics or through a QR Code tracking service such as Linkblots. Know how effective your QR Campaign is and how to improve the next one.

Where can I put QR Codes?

Planters   Buildings

Clothing   Real Estate

Food & Novelty   Wine

Produce   Store Finder

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