Your QR Code to Success

This code is hardly a secret. There's no need to crack it. In fact, it's been commonplace in industries across Japan since it was created there in 1994. It's also widely popular in Europe. Now it's time to share this code's profit potential with your customers…

A QR ("Quick Response") Code is a matrix code (or two-dimensional barcode) created by the Japanese corporation Denso-Wave in 1994 so its contents can be decoded at high speed. The "QR" is derived from "Quick Response" because the creator intended the code to be decoded at high speeds.

Sophisticated features. Simple benefits.

- QR Codes carry info horizontally and vertically, in approximately *one-tenth the space* of a traditional barcode.

- QR Codes can handle all types of data (numeric and alphabetic, symbols, binary, control codes, etc.) and up to 7,089 characters can be encoded in one symbol.

- A QR Code contains its own error correction data, internal orientation calibration and self-alignment markers, so it can be read from any angle or surface.

- There is no licensing fee to use QR codes and its technical specifications are a worldwide ISO-18004 standard.

- QR Codes are an instant, effective way to reach a target audience.

- They allow you to share printed and electronic material in the same application.

How it works. How it's used.

A QR code is essentially a print-based hyperlink. Let's say a printed direct mail piece contains a QR code. By aiming a mobile phone or other camera-enabled mobile device with QR Code decoding software at the QR code, the recipient is now directed to a URL.

A QR Code can also contain a phone number, an SMS message, vCard data, 7,089 numeric or just plain 4,296 alphanumeric text. QR Codes add an effective interactive component to any marketing strategy. Here are a few ways your customers and their customers can benefit from using QR Codes:

- **Billing Statements:** Add QR Codes to statements for data collection or payment. Or use them in conjunction with a "Transpromo" concept (a combined transaction-based and promotional document).

- **Dial an embedded phone number.**

- **Surveys:** A user is directed to scan one.

- **Editorial:** Link your promotion to an online review of your book or product.

- **Instant Link:** To download applications and content.

- **Identification:** Identify equipment, personal property.

- **Social Media:** With QR Codes, a printed piece (ad, direct mail postcard, etc.) also becomes an instant link to your social media pages (Twitter, Facebook, YouTube, MySpace). Send people to your Facebook page from a T-shirt. Send them to a video that you have created.

- **Print Ads:** QR Codes allow customers to purchase instantly while completely mobile. Also allows advertisers to capture data and create a measurable response mechanism. Track print based media effectiveness.

- **Catalogs:** Like an ad, QR Codes enable customers to make purchases instantly, which raises profitability and measurability for catalogers.

- **Calendars:** Special of the month.

- **Nutritional Information:** Food wrappers and labels.

- **Event Promotion:** QR Codes enable invitees to sign up immediately for an event.

- **Registration:** Green Ticketing.

- **Promote Artists:** T-shirts, posters and tickets are just a few examples.

- **Municipalities:** Documents.

- **Direct Mail:** QR Codes allow you to capture personal, granular data so you can adjust campaigns and maximize response and ROI. Examples of how QR Codes can be used across all direct market segments:

  - **Fundraising**: Non-profits can use it to have supporters make donations instantly on-site by wearing a QR printed T-shirt.

  - **Branding:** The QR Code can be a direct link to a company's Facebook page where they can open dialogue between customers and the company.

  - **Viral:** Use mail with a coupon or special offer and embed the QR Code with a Tweet. Ask the customer to pass the offer on to friends/family; when they send it to all their Twitter subscribers, the offer's visibility grows exponentially.

  - **Transactional:** Place QR Codes on bills and give customers incentives for paying their bill immediately.

- **Google Mapping:** Customer scans a QR Code on a postcard that opens a Google map and gives them instant directions to their nearest store location. Send them to a physical address with location coordinates for restaurants, etc.

QR Code samples.

Networking: Print a QR Code on the back of your business card to instantly link to a bio, video, etc.

Advertising: Include a QR Code to generate immediate, trackable response to a call for action.

Direct Mail: Print a customized QR Code to generate immediate, trackable replies.

Movie/Event Marketing: This QR Code appeared in a split-second during the last episode of LOST™, for the HBO® True Blood℠ cable series premiere.

To learn more…

Ask your sales representative for more about using QR codes for effective responses.