

What are QR codes and how can they help your organization?



Quick Response codes (QR codes) and other two-dimensional codes are expected to achieve widespread use this year – and for good reason. Consumers want immediate access to what's relevant and QR codes are being used to make that possible. While QR codes are still considered a novelty here in the United States, they've been actively used for over a decade in Japan where they were invented.

There's no limit to how, or even how much, you can share with QR codes. While a video or landing page is easily shared, you could go further and share an entire eBook and even multiple pieces of content that share a common link.

You can create QR codes that link to a web page, video, text, phone numbers, v-card or SMS. What are some uses of QR codes? The possibilities are endless, get creative! Some ideas include:

- Your business card
- Your brochures and other marketing materials
- The sides of trucks and trailers
- Product tags and packaging
- Convention and event nametags
- Restaurant menus
- Event ticket stubs
- Point-of-sale receipts
- QR code scavenger hunts
- Banners and signs

Or let **HOT** help you take your QR code to the next level by integrating it into an exciting marketing campaign by helping your customer find value in the code. Go even further by using different codes on different marketing materials and for various locations.