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- Direct Marketing Solutions
- Promotional Products
- Mailing and Database Services

What is a QR code?.....



Quick Response (QR) codes are one of the newest instruments available to add to your marketing toolbox. Whether or not you've heard of them probably depends on whether or not you have a smartphone. Scanning a QR code with a smartphone will open up a Web page on the phone's browser.

QR codes were created in 1994 and are very popular in Japan. The code contains information that is readable by a scanner (similar to a bar code at the grocery store). Used as a marketing tool, the code can contain a Web address or other information. Most smartphones can read the code automatically through their camera, while others have apps available to enable that function. So if you see one of these codes and scan it with your phone, it will automatically open a Web page with more information. They've been used in direct mail, magazine ads, billboards, and more.

One of the most effective uses for a QR code is to link it to a specific landing page. This enables you to accurately measure response rates through your Web site's analytics. Different promotions can use different codes.

There are a variety of Web sites that allow you to create a QR code yourself. We are also able to create a code for you if you'd like to include one on any of your upcoming direct-mail projects. QR codes can also be imprinted on some promotional items. Contact us for more information.

7 ways to use a QR code

- 1. Put one on a calendar.** The 365-day-a-year exposure of calendars practically guarantees click-throughs.
- 2. Put one in your newsletter.** The mail panel under your return address is a great spot.
- 3. Put one on a pen or other handout.** We can help you find the right promotional item for your business, with a direct link to your Web site.
- 4. Put one on a sign in your lobby.** Connect it to a sign-up page for your e-mail newsletter.
- 5. Put one at the bottom of your published articles.** Link it to your blog.
- 6. Put one on packs of matches and hand out to local taverns.** Bar patrons will be too curious to ignore it.
- 7. Put one on your business card.** It's more interesting and interactive than only listing your Web address.

