

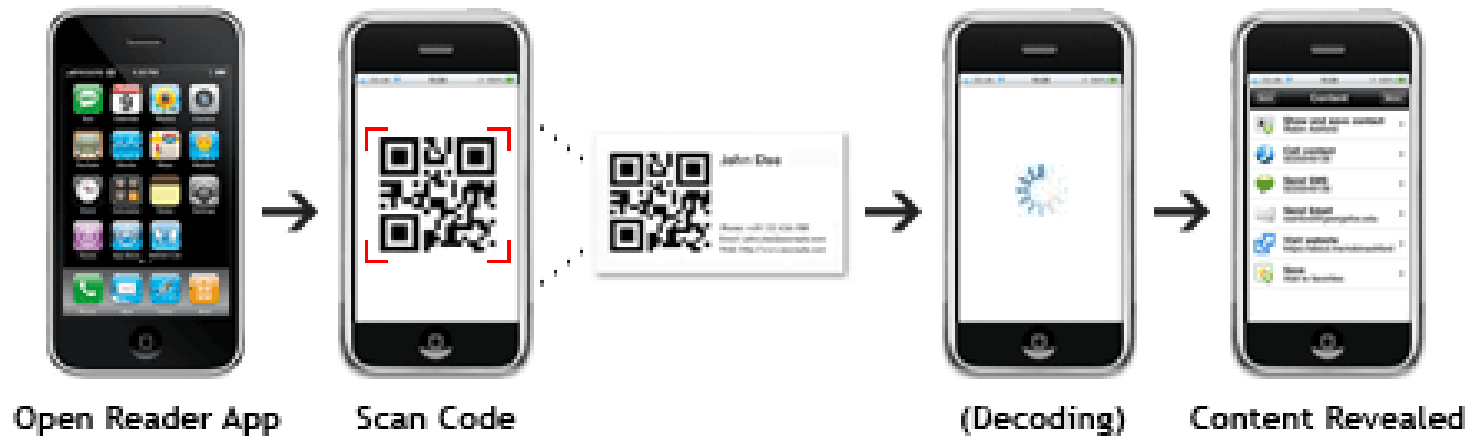
# SMAC

(Social Media Advisory Council )

October 18, 2011 | QR Codes



# QR Codes - How They Work



# QR Code Creation

**My favorite free sites:**

[myqr.co](http://myqr.co)

[delivr.com/qr-code-generator](http://delivr.com/qr-code-generator) (best for being able to edit codes)

[mobilefish.com/services/qrcode](http://mobilefish.com/services/qrcode) (many options)

[qrcode.kaywa.com](http://qrcode.kaywa.com)

**Then just download the image as a picture file and place in your Document, on a T-Shirt, Business Card, Storefront Display, Labels, Sticker or the top of your building...**

**And remember to test, test, test!**

# You can even appear on Google Maps...



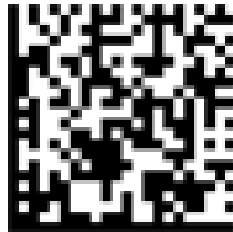
# QR Code Readers

Reader App	Code Formats	Download Link (from your mobile phone)
• RedLaser (local)	QR, UPC/EAN	<a href="http://redlaser.com">redlaser.com</a>
• BeeTagg Reader	QR, DataMatrix, BeeTagg	<a href="http://get.beetagg.com">get.beetagg.com</a>
• AT&T Code Scanner	QR, DataMatrix, UPC/EAN	<a href="http://scan.mobi">scan.mobi</a>
• ScanLife	EZcode, QR, DataMatrix, UPC/EAN	<a href="http://getscanlife.com">getscanlife.com</a>
• Microsoft Tag	Tag	<a href="http://gettag.mobi">gettag.mobi</a>

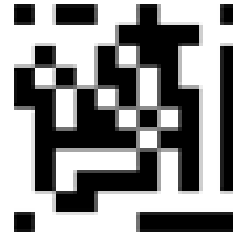
RedLaser and AT&T Code Scanner also have geolocation features for local price comparison shopping.



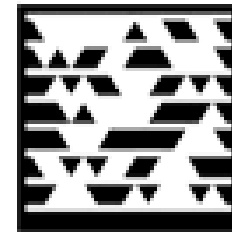
QR Code



DataMatrix



ScanLife EZcode



Microsoft Tag

# Where Should It Link To?

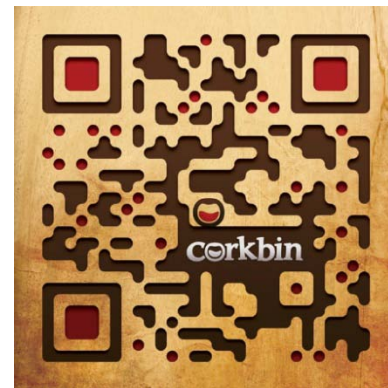
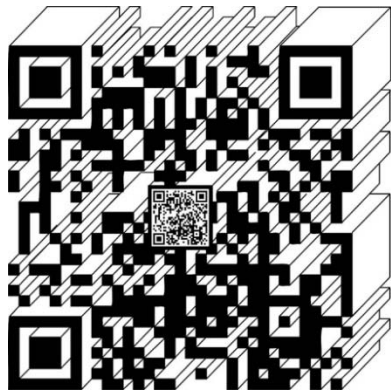
- **Mobile Optimized Sites/Pages**  
(they are using a Smartphone, after all)
- **Contest Entry Forms**
- **Video**
- **Maps**
- **Phone Number**
- **Send a text message**
- **Page to get Facebook Likes and Twitter Follows**
- **Vcards** (great for business cards)



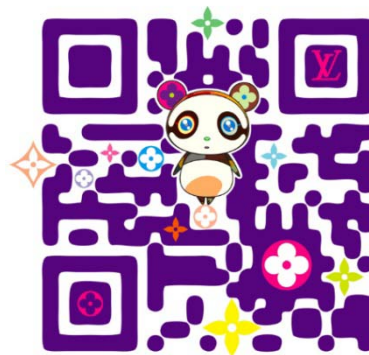
**Remember to always link it to  
“ENHANCED CONTENT”**

# Some Examples...

- [Best Buy](#) uses QR codes on in-store price tags for quick access to online reviews.
- [Golf Digest](#) uses Microsoft Tag in their magazine to accompany tips with interactive video.
- [Real estate agents use 2D barcodes](#) on "for sale" signs providing prospective buyers access to virtual tours.
- [Libraries are using QR codes](#) to facilitate learning via interactive scavenger hunts.
- Boulder, Colo., acoustic rock band SoundRabbit sells or hands out T-shirts with codes that take smartphones to free music downloads
- Mobile tech marketing firm Kickanotch sends code-imprinted frosted graham crackers to new clients as a "thank you" and to take them to a website offering more ideas for the codes, CEO Andy Lynn said.



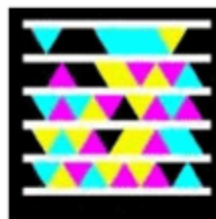
# Creative QR Codes



Even on Cupcakes

And Creative Microsoft Tags

(these are really hard to create)



# How to Make Your QR Codes More Beautiful

Use QR Code generator With 30% Error Correction

Flip the image add logo to a corner

Add Color

Get good with Photoshop

Trial-and-Error Process

# Tracking QR Codes or How Do We Know It's working?

Use own website metrics (dummy URL)

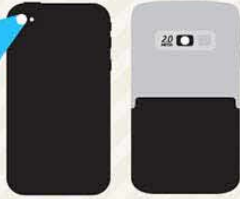
Google Analytics [\(How-To Guide\)](#)

Some QR creators offer tracking services

# SCANAPALOOZA: QR CODES

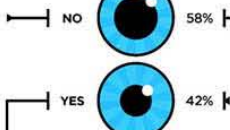


BROUGHT TO YOU BY LAB42



## WE ASKED...

ARE YOU FAMILIAR WITH QR CODES?



### WHY NOT?



### WHAT WOULD MAKE YOU MORE INCLINED TO SCAN THEM?

- HAVING A SMART PHONE
- KNOWING THE REWARD OR RESULT
- IF I KNEW HOW TO SCAN THEM

OF THOSE WHO ANSWERED YES...

67%

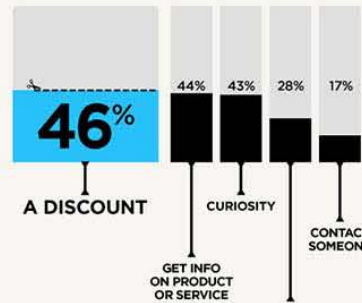
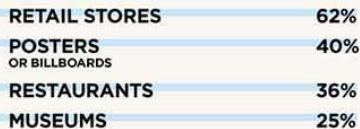


## WHY HAVE YOU SCANNED?

SCAN ME!

OF PEOPLE HAVE SEEN QR CODES IN MAGAZINES

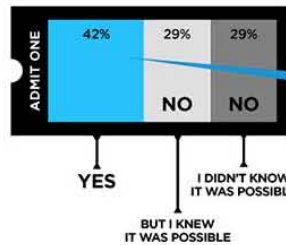
THEY'VE ALSO BEEN SEEN IN:



## HAVE YOU EVER...

## MUSIC WINS.

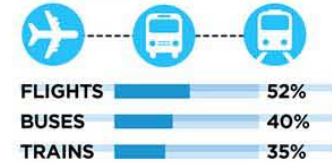
USED A QR CODE AS A TICKET?



AT 62%

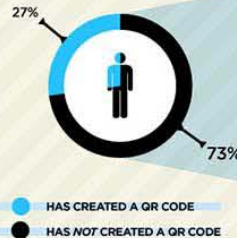
CONCERT TICKETS ARE THE MOST POPULAR TYPE OF TICKET BEING SCANNED.

FOLLOWED BY:



HOW HAS USING QR CODES CHANGED YOUR EXPERIENCE WITH A PARTICULAR BRAND, PRODUCT OR SERVICE?

IT MAKES THESE ADS MORE INTERACTIVE.  
MAKES IT EASIER AND FASTER TO GET INFORMATION.



13% OF RESPONDENTS SCANNED THIS QR CODE SUCCESSFULLY

## DO YOU KNOW?

58% OF PEOPLE KNEW THAT QR = QUICK RESPONSE

For survey methodology, or to receive the complete results for this survey, please email us at [info@lab42.com](mailto:info@lab42.com)



# For More Information

[Top 14 Things Marketers Need to Know About QR Codes](#)

[QR Code Demographic Info](#)

[13 Creative Ways to Use QR Codes for Marketing](#)

[A List of QR Code Reader Apps for iPhone](#)

[Microsoft Tag Best Practices](#)

[How QR Codes can grow your business](#) (QR 101, Practical uses and examples)

[Where NOT to use QR codes \(and other commonly made mistakes\)](#)

[101 uses for a QR code](#)

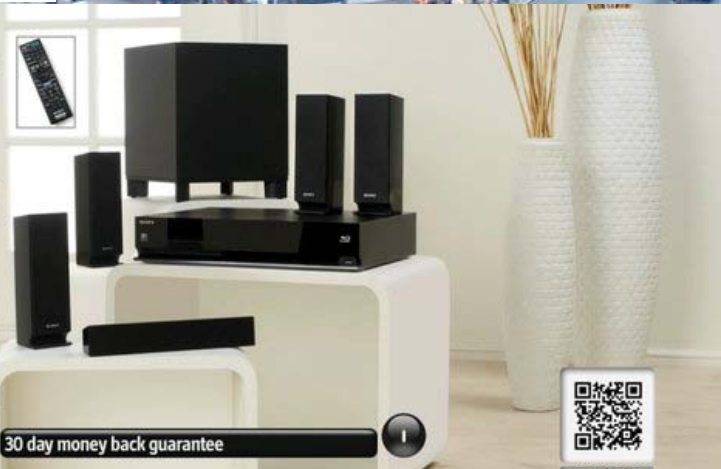
[How to Combine QR Codes With the Power of Facebook](#)



Innovation Event

139-257  
Sony 3D-Ready  
5.1-Channel  
Blu-ray Home  
Theater System

HSN Price  
**\$299.95**  
S&H \$19.95  
4 flex \$74.99  
800-284-3100  
HSN.COM



30 day money back guarantee



scan & shop