

# SOCIAL MEDIA GUIDE



QR Codes

A Small Personal Agency With **BIG** Results

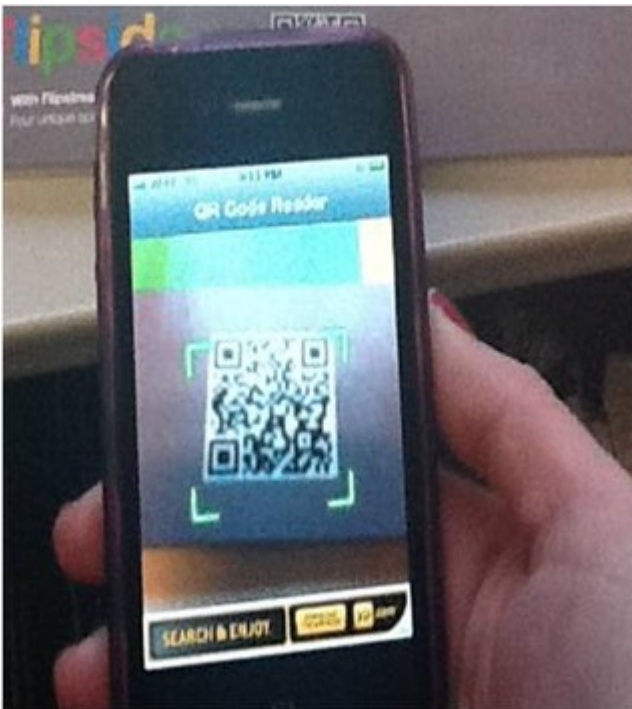
## QR Codes: Introduction to QR Codes

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### What's a QR Code?

A QR Code (short for "Quick Response" Code) is a 2-dimensional digital symbol that your customers can scan with their mobile phone to get access to specific content via the mobile web for free.

Using a free QR Code Reader on most mobile phones, people simply scan the code and are redirected to your awesome mobile web content!



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### How Can You Use It?

QR Codes help you share targeted information with people interested in your business, instantly.

They're a great way to share this info, because they don't require them to remember or enter a long or jumbled web address.

Lots of small businesses are beginning to use QR Codes to:

- Provide special offers or discounts

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- Share exclusive content that complements the in-person experience (often using video)
  - Get instant feedback via a poll or short survey
  - Make it easy for people to join their email list onsite
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## Four Places To Use QR Codes

- **In Your Store:** If you have a physical location, **you can post signage with a QR Code** for a website where people can learn more about a featured product, get a special offer, or sign up for your mailing list.
- **On Your Business Card:** Your business card can only say so much about you, but a direct link to special content can **help potential customers get to know you and your business better**, right away.
- **At Your Events:** With QR codes on printed materials, customers can **access additional content or promotions** during or after the event.
- **In your print ads:** QR Codes provide an instant call-to-action that can **tell your story beyond what can be included in a small ad**, and offer special rewards to those who scan it.



## QR Codes: QR Code Best Practices

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### 1. Explain Why Someone Should Scan Your Code

The **good news** is that you can use your signage or ad to tell them how and why they should scan your code.

The bad news is that many of your customers and prospects may have never been exposed to a QR Code before.

It's no surprise that your customers need to see the clear value in taking the time to scan it, so tell them exactly what to expect in return. Since you're offering them something great, they'll be psyched.

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### 2. Link to Awesome Content

You'll want to link to something that will provide immediate value to customers, that they can't easily access elsewhere.

Maybe it's a special video, landing page, offer, or coupon specific to the code. Whatever it is, make it interesting, timely, and valuable.

Check out our example to see how it works for yourself! You're here in Social Media Quickstarter, and we think it would be cool if you checked out our Social 101 video. Scan the QR code now to see the video.

Don't know how to scan yet? See our section on [Setting Up a QR Code](#).



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### 3. Make Sure Your Content is Mobile Friendly

Since the entire experience of scanning a QR code and visiting a web site is done with a person's mobile device, you'll want to make sure the content is mobile friendly. By "mobile friendly", we just mean that the content will look good and be easy to access on a phone.

The best way to make sure the content works is to test it on your own phone. If you can test it on a friend's phone, even better! Bonus points if they have a different type of phone than you so you can make sure the code works across platforms.

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### 4. Tell People What a QR Code Is

While QR codes are becoming more and more well known (thanks in large part to their use by well known brands like Starbucks and The Home Depot), many of your customers will be new to the technology. Don't be afraid to include instructions, and even a brief explanation, right on your signage.

## QR Codes: Setting Up a QR Code

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### Step 1

Pick a code generator website. Most QR Code generators are free to use and fast to set up.

Here are three popular free sites:

- <http://www.qrstuff.com/>
- <http://qrcode.kaywa.com/>
- <http://goqr.me/>

We're going to walk you through the steps of setting up a QR Code on <http://goqr.me/>.

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### Step 2

Decide what type of content you want to share.

You can set the code generator to show text, place a phone call, send a text message, or send your customers to a specific URL.

Don't forget: If you're sending people to a website or video, make sure it is viewable on mobile devices!



### Step 3

Preview your QR code on a mobile device. You'll want to check and make sure that your QR code works correctly.



## Step 4

Download your code. To download the file, **Click On the Download** button at the bottom of the screen and then save the image file on your computer for future use.



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## Step 5

Use your QR code anywhere. Now that you have your code saved, you can put it anywhere you think your audience will see it by inserting the QR code as an image into your flyers, signage, and more!

