



Do you QR?

What are QR CODES?

A QR code is a “Quick Response” code that is a 2-dimensional matrix barcode that can store more information than a traditional barcode. They are used to store data such as:

- Contact information (e-business cards)
- Calendar Events
- URL’s (both generic and personalized)
- Phone numbers, Emails and Mailing addresses
- Any text up to 7,089 characters

Once a QR code is created you can scan and retrieve the data using an application installed on a mobile device. Once the application reads the QR code, it performs the function that is embedded in the code.

How are QR Codes used in Marketing?

QR codes link offline and online media and bring print together with mobile technology. They can be placed on a business card, a catalog, a direct mail piece, or a promotional item. Here are some common examples where QR codes can be used:

- WITHIN A DIRECT MAIL CAMPAIGN: A common use is to include a QR code in the direct mail piece so that recipients can link to a landing page (generic or personalized) and find out more info or respond to an invite or sign up for an offer. Personalized QR codes are essentially links to a person’s PURL, and as such bring with them a much more robust tracking opportunity vs. using a generic URL. They also can provide more personalized and tailored messaging to each recipient, thereby increasing the odds of generating better response rates.
- ON A BROCHURE OR NEWSLETTER: Generic brochures, pamphlets, and newsletters can include a QR code that links visitors to a web page containing video testimonials, FAQ, directions, quick stats, etc.
- IN MAGAZINES AND PRESS ADS: Not everyone is at their desk when they read newspapers or magazines, but by placing a QR code on your press ad/article readers can simply take a picture and get more information.
- ON PROMOTIONAL ITEMS: Placing a QR code on a T-shirt, coffee mug, or other promotional giveaways to make them stand out from the typical premium and ad a unique method for people to learn more about your organization.

How much do QR Codes cost?

The costs associated with adding QR Codes to your marketing collateral can vary depending on how you want to use them. There can be a flat fee for simply generating a QR Code (even a generic, non-personalized version that simply links to a website). The fees can range anywhere between \$0 - \$500 depending on the type of QR Code and what functionality is included.

If you are using **Personalized QR codes** (where each recipient gets a unique QR code symbol that is digitally printed on their direct mail piece) then the costs for the QR codes would typically include both a flat fee for setup as well as a hosting fee for keeping the QR Codes active for a period of time. The hosting fees will vary depending on total quantity of codes generated, as well as length of time they need to remain active.

Quick Tips on How to use QR Codes

360 Degree Rotation: QR codes can be read in any direction through the use of position detection patterns which minimize the negative effects of background interference.

Size Matters: Once a specific symbol version is determined (and there are 40 versions), the actual size of the QR code depends on the number of modules to be printed. A module is one square area of the QR symbol. The larger the module, the more stable and easier to read with a QR code scanner it becomes. On the other hand, as the QR code symbol gets larger it requires more space on the printed media, which may have limitations due to other content that needs to be included. It is recommended that QR code symbols be printed as large as possible within the available printing area. Note that once created, the QR code requires a margin of white space around all sides of the code that is at least 4 modules wide.

