



TSW – Systems Solutions Ltd

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QR Codes

A Quick Introduction!



What is a QR Code?



Have you heard of QR codes? Well here is a very quick introduction:

You've probably seen them in newspapers, magazines or other paper-based publications: two-dimensional bar codes, called quick response codes (QR codes). What are they? They have been described as paper-based hyperlinks, and this is a good description. You simply take a picture of a QR code with your smart phone, and you get redirected to a website using your cell phone's browser.



They come to us from Japan where they are very common. QR is short for Quick Response (they can be read quickly by a mobile phone). In its simplest sense think "print based hypertext link"

Your mobile phone needs a QR code reader. It only takes 1 minute for someone with an iPhone or Android phone to find and install a QR reader.

How do I use it and what do I use QR codes for?



QR code is nothing more than an image and you can use this in your marketing. As with any other promotional leaflets, cards or graphic displays; you use images. A QR code is not any different. Place it in a position that will attract attention and make sure the user scans it. By inserting "Scan Me" text next to it may enforce this.

What are the possibilities? Well, let's take a look at where consumers are finding QR codes. They show up in magazine ads, maps, food packaging, posters, leaflets, business cards, emails, web sites and on the sides of buses. Here are a few examples:

On Business cards



This is possibly the most commonplace use of the QR code. A QR code placed on your business card which takes the recipient to recommendations of your work for them to investigate/research you further.

You may even have two QR Codes, one for the website and one with your contact info.

On cars



Why not add a QR code to the side of the company car to take you to some digital content about your business and services. This is a great way of 'spreading' your message.

On 'For sale' signs



On a 'For sale' sign. Instead of getting the details of a property from an estate agent, get them direct to your mobile device via a QR code. This will direct them to the particular property on the website with all the relevant details.

At Bus stops



Want to see exactly where your bus is? A QR code located on the timetable at a bus stop could take you to a geo-located map. Once you're on the bus, and you want to get off at a certain stop, but you're not sure where it is, a QR code placed on the back of a seat head rest or placed on your ticket could again take you back to the location map.

The uses of QR codes in marketing are limited only by your imagination.

How do I create QR codes



QR codes may look scary but producing one is pretty straight forward and they have the potential to unlock a whole new way of audience engagement through your print campaigns.

There are many websites out there for creating QR codes. [Here one web site](#) that lets you create your QR code. This allows you to create codes and offers a whole array of different options such a printing QR codes on t-shirts.

In very simple terms you put in the required text, URL or other info in the field and it will automatically generate it for you.

You download this image to your computer and insert this image where you want to display it.



QR Codes are cool, and are perceived to be cutting edge—even though they have been around since 1994.

It's easy to direct a visitor to the product or page on your website. No typing, no reading long URLs. Just point the smartphone camera at it, and the phone does the rest. It has never been easier to target traffic.

The idea of digitally connecting consumers of your paper-based content to the internet is a powerful concept. They are coming, are you ready?



5 Top tips for a successful QR marketing campaign.

If you want a more in depth report including the 5 Top Tips for a successful QR Marketing campaign please send an email to grcodes@tsw-systemsolutions.com with 'QR Marketing' in the subject line.

Alternatively you can scan this and send it via your mobile.



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