



CLEVER CODES: How You Can Use QR CODES FOR BUSINESS ADVANTAGE

In order to follow the steps in this eBook, you will need a QR Code scanner app. Good news... if you have an Android or iOS device with a camera ... There's a free, award-winning app available which you can use to create and to read these QR Codes (and do other fun stuff!).

QR Droid (Android version): download from [Google Play](https://play.google.com/store/apps/details?id=com.qr.droid) or this link: <http://q.qr.ai>

Zapper Scanner (iOS version): download from [iTunes App Store](https://itunes.apple.com/us/app/zapper-scanner/id108500000) or this link: <http://z.qr.ai/>

OK, now that you're all set up, read on...

BIZ TIP: How clients can “check-in” with QR Codes at your business

“QR Codes bridge the gap between your business and social media outlets, such as Facebook, Twitter and Foursquare” ~[RSPA](#)

WHAT:

When customers spontaneously share, mention and chat about your business on social channels, they to some degree “do the marketing for you.” Make it easy for them with QR Codes!

Nothing is stronger than word of mouth from a trusted friend. Imagine the visibility you will gain every time a customer checks in at your business and all their friends see it. Make it worth their while to scan that code and you will see immediate results.

HOW TO:

1. Decide what you want your clients to do—check in with Facebook? Foursquare? Post a Tweet?
2. Once you decide on the vehicle and desired action, create the relevant QR Code (see toolbox)
3. Position the created QR Code in a prominent place—menu, table card, cash register, poster, etc.
4. Encourage clients to scan with an incentive:
“each week, we’ll select a customer at random...” or “check-in and get a coupon for a free coffee...”

TOOLBOX:

Using our QR Code Generator—from a browser or the QR Droid/Zapper Scanner app on your smart device—create a “social-media-linked QR Code”

A. “Like” Facebook page (Browser-based scenario)

1. From browser, go to qrdroid.com/generate (or use the “Create” tab within the app)
2. In the “URL” tab, enter the link for your Facebook page in the following format: <http://www.facebook.com/ZapperScanner>



3. Replace “Zapper Scanner” in the URL with the name of your company Facebook page and choose size and image color:
4. Just for fun, scan the generated QR Code image at right to test it out and give our page a like if it worked! ;-)

Image URL: (Twitter/Facebook/Mail)

<http://qr.ai/q02pj>



HTML code: (Web page)

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B. Check-in via Foursquare (Device-based scenario)

1. From your smartphone, click on “Create” in the QR Droid/Zapper Scanner app (or, as before, go to qrdroid.com/generate from your web browser)
2. In the app, select “Web Address” (QR Droid) or “URL address” (Zapper Scanner) from the list, as shown in the following screenshots:



QR Droid (Android)



Zapper Scanner (iOS)

3. Replace “whitehouse” in the URL with the name or ID # of your business’s Foursquare location page.



QR Droid (Android)



Zapper Scanner (iOS)

4. Here's the White House's Foursquare QR Code shown on each platform:



QR Droid (Android)



Zapper Scanner (iOS)



Beyond QR Codes: For more info on how to use Foursquare for your business, visit: www.socialmediaexaminer.com

C. Follow us on Twitter! (Browser-based QR Code generation)

The brown QR Code shown here, generated with the QR Droid Zapper online QR Code Generator (just like Scenario A), sends the client to our Zapper Scanner Twitter page. Follow the instructions below for a chance to win an iPad!

**SCAN TO WIN AN iPad
FROM ZAPPER SCANNER!**

1. Scan the QR Code
2. Send us a direct message on Twitter
3. You'll be entered to win a free iPad from Zapper Scanner!



Follow us on Twitter

Now that you've learned how to create QR Codes so your customers to "check-in" at your business, you're ready to explore the other eBooks in our [Clever Codes series](#).

Next Biz Tip: [Save the Date: How to get clients to frequent your entertainment venue through Calendar Event QR Codes](#)

