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 or this link: http://q.qr.ai/

Zapper Scanner (iOS version): download from iTunes App Store or this link: http://z.qr.ai/

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

BIZ TIP: QR Customer Connect: Building your online mailing list has never been simpler

QR Codes are a no-hassle way to connect and stay connected. According to the 2012-13 Merchant Outlook report:

- *63% of respondents are using QR Codes in print catalogs and other printed material (28.2% increase over last year's result)*

- *47.4% of those surveyed feature QR Codes on postcards and other non-catalog mail pieces such as signs and bags (up 12.4% from last year)*

WHAT:

One of the biggest challenges for any small- to medium-sized business is staying in touch with current clients and connecting with new potential customers. E-mail lists are a powerful tool to engage with customers via promotions, e-newsletters, and more. Building a high-quality mailing list is essential in staying in touch with your target audience.

One challenge has been how to easily gain subscribers—that is, until now! The QR Code is proving to be a useful vehicle for attracting signups. Make it simple for customers to connect with you in a zap, simply by scanning a QR Code with their smartphone.

HOW TO:

1. Create a mailing list repository, ideally using an email marketing service such as MailChimp or Constant Contact. (Which to pick? Check out this great blog post comparing the two popular services).
2. Create a mobile-friendly sign-up landing page. (Both services have an easy interface for doing this, even if you don't have any graphic design chops).
3. Create a free QR Code using our online generator that points code zappers to your signup page.
4. Place the QR Code with a call to action in visible and relevant places on printed materials such as catalogs, fliers, signs and promotional items. Include the codes on mailers, newspaper ads or signage posted at a street fair or conference event booth.
5. Include an incentive to "zap" the code. Everyone likes free stuff or discounts! Encourage clients to ZAP your code, for example, for a 10% discount or a free coffee.

With the right messaging and frequency of emails to your list, you will see an increase in traffic and a boost in sales.

TOOLBOX:

Using QR Droid Zapper's QR Code Generator—either via a browser or within the QR Droid/Zapper Scanner app—create a QR Code to automatically take your customer to your newsletter sign-up

Device-based scenario: For test purposes (and for the fun of it), we are going to create a QR Code that sends customers to The Bleacher Report, the web's best sports and pop culture newsletter (at least that's what they call themselves!).

1. From your smartphone, click on "Create" in the QR Droid/Zapper Scanner app (or 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:
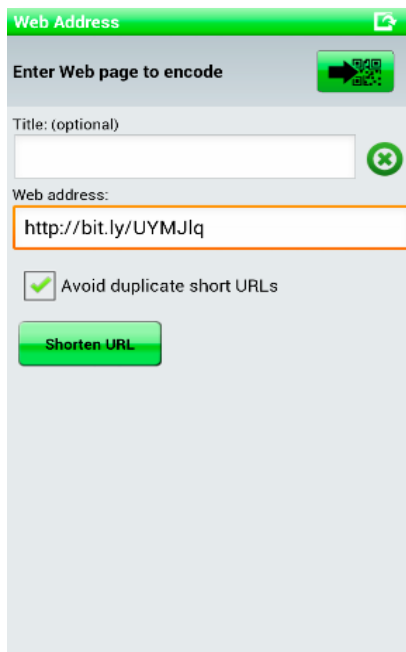

QR Droid (Android)   **Zapper Scanner (iOS)**

3. Replace the Bleacher Report web address, or URL (we used short link http://bit.ly/UYMJlq) with the link to your business's newsletter signup landing page. As you can see from the screen shots below, QR Droid allows you to shorten the URL right in the application and include the page's Title (optional). *Hint: for distance scanning situations (such as posters and signs), a short-URL QR Code will be scannable from about 40% farther away than when the long version of the link is used, and you can reliably print the code 40% smaller for close-up scanning (coupons or product packaging, for instance).*

QR Droid (Android)   **Zapper Scanner (iOS)**

4. Here's the resulting QR Code shown on each platform:

QR Droid (Android)

Zapper Scanner (iOS)

Create a Standout Mobile-friendly Landing Page: Remember that QR Codes are primarily scanned with a mobile device, so mobile-optimizing your e-newsletter's landing page is critical. (source—Search Engine Watch) :

1. **Be Form-Simple** - Mobile sign-up forms should be short; target seven or less fields (one to three ideal)

2. Be Accessible - Ensure content is available and visible for mobile devices. Flash is out. HTML5 is in.

3. Be Fast - Your mobile page should be lightweight (less than 20 KB total) and load in under 5 seconds.

4. Be Orderly - Present a single-column layout with priority content at the top, and clear calls-to-action.

5. Be Brief - Mobile headings should be only three-four words. You'll need to cut regular copy in half.

6. Be Legible - Users should be able to read the page without zooming.

7. Be Thumb-Friendly - Avoid fat-finger complex! Actionable targets must be clickable without zoom.

8. Be Language Local - Geolocation can be determined within five to twenty miles based on IP address.

9. Be Action-Compelling - The purpose of the page (i.e. sign up for newsletter) should be obvious, compelling and readily visible. Limit actions to three or less.

JUST FOR FUN!

1. Scan the relevant QR Code to sign up for our twitter feed; blue code takes iOS fans to the Zapper feed; green code takes Android fans to the QR Droid feed.
2. Tweet us your favorite newsletter and we'll post the top ten fan favorites!

You now have a sure-fire way to build your mailing list with relevant followers who take a moment to zap the code that you've printed on relevant marketing materials. Explore the other eBooks in our Clever Codes series, or go straight to our next **Biz Tip:** *Remember My Name, FAME! Adding contacts is as easy as a single zap of your phone!*

Scan the code corresponding to your device operating system

qrdroidzapper.com/get