



CAPSTONE MEDIA INSIGHTS

Tips to Creating Successful QR Code Programs

**This year over 50% of your customers will own
a Smartphone and be QR Savvy.**

**Capstone 's *QR Code Guide* secures your
ticket on the QR Express!**



Navigating the Marketing Maze today . . . and tomorrow

Capstone Media QR Code Tips & Tools

GETTING STARTED

Wondering how to integrate QR Codes into your company 's marketing mix but lack the time to investigate the ins and outs yourself? We get that. We created this guide for busy marketers like you to navigate you from the first step to completion in the creation of a successful QR code campaign. Click on the text hyperlinks or the photos for more information.



The TIP icon includes insights that we have gained from Capstone campaigns.



The Tool Icon indicates a recommended tool .



Contact us with questions by clicking on the Capstone Mountains .

STEP ONE — EDUCATE YOURSELF!

There are plenty of articles on the subject “What are QR codes ” so we will not bore you with another one. If you need a quick lesson or if you are not yet up to speed on everything QR, one of our favorite resources “ [QR Codes for Small Businesses](#) ” by Mashable. If you have not done so, download a QR codes reader to your phone. Play around by scanning and interacting with a few codes.

There are many different types of QR codes so make sure you download the right reader. For the  iPhone, options include [QuickMark](#) and [Optiscan](#). On Android, [Barcode Scanner](#) is a popular QR code reader. For Blackberry, [ScanLife](#) works well.

STEP TWO — BE STRATEGIC!

QR Codes, especially those on packaging, will hang around for a long time. Your strategy should involve bringing the user to an active content platform.

You can refresh the elements on a particular landing page with new video, content, etc. Or if your code involves a text program, capture a database to continually engage with subscribers.

Have a plan for the use of the code. What do you expect your customer to do with this code? Are you using it to develop leads, deliver coupons, educate via a video link or sign-up customers via mobile for on-going offers? Here is a great step-by-step primer on [QR Coupon Codes](#).



Limit required contact fields for mobile sign-ups to phone number or email address to improve engagement. Always ask permission to send any bounce-back data to a mobile device.

STEP THREE—ENGAGE!

Developing a code that just jumps to your website is, well, boring. Engage your customers by giving them something fun to do with the codes. Refresh your content at least once a week to encourage repeat usage of promotional codes.



World Park - Central Park launched a [tour](#) with QR based trivia Q&A that engage park visitors with location based video. In addition to creating buzz about the World Park, savings were realized by reducing the number of guide brochures.



First Bank used QR Code download links to promote their business services to weary travelers in the Denver airport. Using [targeted billboards](#), First Bank provided links via QR to Free Kindle/Tablet books, Crossword Puzzles and Sudoku games.

 **Make sure any websites or video links are mobile enabled. Direct the QR code to the exact landing page.**



STEP FOUR—SHARE THE LOVE!

No one likes to be left out of the sandbox! QR Codes are fun and cool but not everyone has a Smartphone.

So create apostles, not mercenaries with your campaign! Include the URL as well as the code in your messaging so that “non Smartphone” users can share the experience. You will increase the viral nature of your promotion because users not yet plugged in with a Smartphone will share your link with their friends via text and MMS.

 **Include Facebook and other Social Media sharing ICONS on the code's landing page to increase viral sharing of engaging content.**



Dick's Sporting Goods used QR billboards at Dallas Cowboy Games. The creative was setup to engage Smartphone and non-Smartphone users.

STEP FIVE—CREATE!

Use a good QR code generator. Capstone Media recommends [Delivr Code Generator](#). It is free and very easy to use. You can point the QR to any URL simply by loading in the address and generate QR codes. The code generator includes a dashboard to measure engagement of codes such as the number of scans.



The size of the code and number of characters are based on the amount of data within the code. Use a URL shortener tool like [Bit.ly](#) to reduce the scope of your QR code.



HD DIGITAL CODE OR COLOR QR CODES

FIND OUT HOW TO MAKE THIS AND OTHER COOL CODES AT [QREATEBUZZ.COM](#)

We created a QR code which links to directions to our offices using Google Maps. When the code is scanned it opens a



browser with directions & a map to our offices. We can send this as an MMS text to anyone who may be lost looking for us. Scan our code or [Click here](#) to link to our page and try it out!



To improve engagement & scans, add icons such as a movie icon for video links or the brand's logo in the white space.

STEP SIX—TEST, TEST & TEST!

Do not launch your code without repeated testing on a variety of platforms and scanning systems. Some scanners will not interpret code as well as others. There is nothing more annoying than getting a “*Can't Decode Information*” message on a QR code scan.

Make sure that when the code is scanned it can be read by the phone's camera. The angle of the code and barriers such as glass windows, reflective lighting or computer screens can inhibit the readability of the code so test, test and test again.



If you are planning to use your code with a billboard campaign, make sure that the reader can capture the entire code including the surrounding white space into the reader. Otherwise the scan will not work.

 **When using QR codes in your online marketing, make sure to test the code with on several monitor displays.**

STEP SEVEN—LAUNCH & PROMOTE!

Launch the code and promote the launch! Feature it wherever you communicate with your customer including on your website, packaging, in advertising, blogs, press releases, company profiles, Social Media, receipts, ticket backs, business cards and sales literature.



Capstone negotiated placements for the Downtown Cleveland Alliance that featured QR code links to various Cleveland-based companies. Placements include multiple media such as Fast Company, YouTube, Wall Street Journal, Billboards, Facebook, the [DCA website](#), storefronts, and online display ads.



BONUS TOOL & TIP: Create business cards with a QR Code that downloads your contact info & a video bio directly to a phone's contacts.



STEP EIGHT—MEASURE!

Critical to the success of your campaign is implementing a measurement system that answers the simple question "Did the code work?"

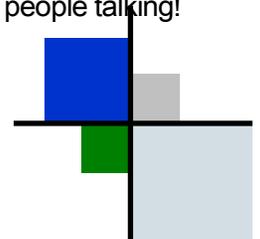
Tag Your URL—To insure proper measurement of QR code use utilize a simple method of tagging the landing page URL. Hint: Tags are added to the end of the landing page URL. Find more detail on tagging a URL in [Dead Simple QR Code Measurement](#) with the "3 steps you need to track your code."

Use a Tracking Service—You can use a number of different services to create the QR code and embed the landing page or shortened URL. Using a system like Delivr allows for tracking of how many people scan your QR Code, share it, rescan, etc.

STEP NINE—HAVE FUN!



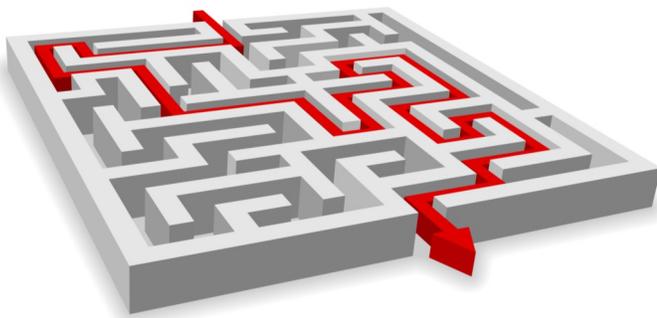
Check out [Big Fire's](#) use of QR Codes - combined with their Social Media they really have people talking!





Navigating the Maze

We understand that today's maze of marketing communications options is complex with a myriad of choices. It is easy to get caught up with evolving media technology. But choose the wrong path and precious marketing dollars are wasted. [Contact](#) Tracy Smuts at Capstone Media today - we will lead you successfully through the maze.



Is this you?

Are you charged with your company's marketing program? Do you find yourself stuck in a maze of marketing options looking for the right path? Do you struggle to keep up with the rapid evolution of available media choices? At Capstone Media, we understand your struggle.

Our customers, from the executive level to the marketing department, are busy people. Staying current with new messaging technologies, crafting the right marketing program and media mix are critical to their success. If this is you, then you are in the right place. Contact [Capstone Media](#) today and we will guide you through the Marketing Maze.



Got the Facebook Marketing Blues?

If you are finding that Facebook Marketing gets harder to navigate every day, you are not alone. Keeping up with the new "Rules of Engagement" can be a fulltime job. Except you already HAVE a fulltime job. Relax! We stay updated so you don't have to. Contact Capstone today to schedule a FREE *Facebook Check-up* session. Let us help you beat the [Facebook Blues!](#)

Questions? Contact Us!

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