# Digital Bytes

Low to no-cost digital marketing best practices to help you grow your business

**4 Ways to Use QR Codes**

## What

The QR Code (short for Quick Responds Code) was created in 1994 as a tool to track vehicles during production. It began finding mainstream popularity around 2002 and has seen a boom in usage during the pandemic as a means to facilitate contactless communication and payment.

These unique auto-generated pieces of digital art are a collection of dots, squares and squiggles that direct the user, via scan, to the digital location of your choice: from your website or review site to any landing page or your online store.

There are two types of codes from which to choose:
Static – after the code is created, the linked content cannot be changed
Dynamic – the content embedded in the code can be updated at any time

## Why

QR Codes pack a lot of marketing punch and flexibility to accomplish a variety of marketing and educational tasks.

QR Codes are free to generate and a snap to access for the consumer.  All they need do is point their smartphone camera at the code, and they're taken to the destination you set.

Consumers are now more familiar, and comfortable, using QR codes.

## How

We all know QR codes are a great way for customers to access contactless menus. But they can do so much more!

Here are 4 ways to easily incorporate QR codes into your business.

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### Store Window

Use QR codes to turn drive actions from your window display.

> Link walk-by traffic to a free coupon or your website to learn more about your business.

> Place the codes over/near your window display so people can learn more about the products featured.

> Try an oversized QR code the size of your entire window to attract attention and promote a sale or special event.

### Signage

Use QR codes on signage near individual products or categories that lead to landing pages with product features/benefits or any other details that would assist the customer in making a purchase decision. It offers the opportunity to give much greater detail than static signage and can even link directly to your online store for purchase.

### Lead Generation/Loyalty Sign Up

Use a QR code to direct users to a landing page, or form, where they can register to win a prize or sign up for your loyalty program. You can place these QR codes throughout your store, at pop up or catering events - anywhere you want to collect emails for marketing purposes.

### Review Solicitation

Use a QR code to link directly to your preferred review site. You can create stickers that attach directly to each purchase or place your code on a card or flyer to insert in your packaging. It's a wonderful reminder as well as a way to continue your branding even when the purchaser is at home.

## Additional Resources

QR Code Tiger is a website about all things QR.  You can create free static codes on the site and learn more about ways to effectively use them. There are also multiple paid options for creating dynamic codes and tracking code usage starting at $7 per month.

https://www.qrcode-tiger.com/

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