

QR Codes

Getting The Most From QR Codes

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QR Codes: The Benefits



Scan QR Codes with a reader via your cell phone.

Have your viable social media, specials, phone, address, mobile landing page seen by your potential client!

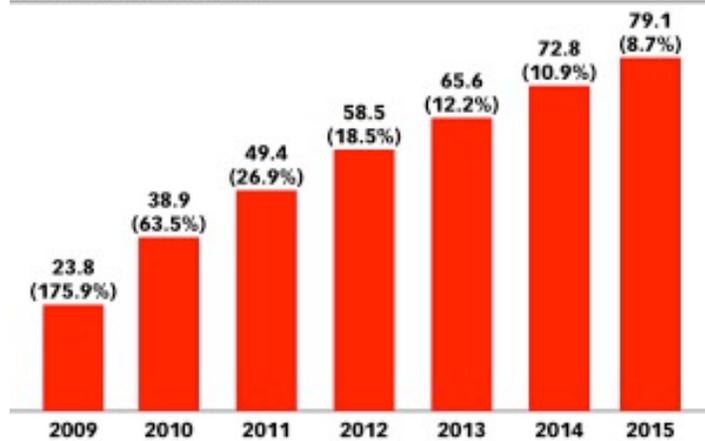


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QR for Business

You may be asking what is a QR code and how can it help my business? First, I would like to say QR Codes are catching on in some areas faster than others but the trend is here and with the growing mobile world it does not appear to be going away any time soon.

US Mobile Social Network Users, 2009-2015
millions and % change



Note: mobile phone users who have a profile and access social networks from a mobile browser or an installed application at least once per month
Source: eMarketer, Dec 2010

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www.eMarketer.com

When referring to QR codes, the QR stands for Quick Response. QR codes are simply the fastest and most effective method to reach, interact with and get information out about your product or service.

How does it work?

When a smart phone user sees your QR code and scans it, they are granted instant access to online information. Quick Response is truly just that. Instead of having to pull up the browser on your phone and type in a url, all the user has to do is scan the QR code with their QR reader.

Types of QR Codes

Depending on the type of QR code you are using, you can direct the user to one url or website or you can direct them to multiple urls or links.

Static Codes

Static codes look just like dynamic codes but once they are generated the links cannot be altered. These are great if you know that your needs will not change since once you print marketing material the code will always be the same. Get Your [FREE code here](#).

Dynamic QR Codes

Dynamic Codes look just like static codes but behind the scenes is where the difference is important.

With dynamic QR code, when the code is read by the scanner, it is linked or directed to a mobile landing page. The mobile landing page is actually the dynamic part of dynamic QR codes because you have the ability to login to your mobile landing page and change the information you want your user to go to. Being able to access and change the information on your QR code is huge! And your dynamic code is trackable like tracking your website you can see how many visitors scan your code.

The dynamic code would be recommended for long time usage of a code. If you plan to put this code on marketing material, a vehicle, signs or any kind of marketing material where the expense of the marketing material is more expensive than \$49.95 a year then I would recommend purchasing a Dynamic QR code.

To find out more of the benefits and features of dynamic QR codes, or to purchase [click here](#).

Feel free to call with any questions.

Thank you,

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