$12.95 USD

Welcome to the **complete QR Codes For Business Crash Course** that will help you learn the ins and outs of effectively using QR Codes for your business.

_____ ____ ____ Chapter 1 ____ ____ ____

To start, we'll cover what QR codes are and what they can do for your business.

First a little bit of history.

Well, in plain truth, the QR codes are nothing more than fancy version of the bar code. The only difference between the two is that a QR code carries a lot more data than a traditional bar code.

The QR code was in fact developed by Denso Wave, a subsidiary of Nippondenso, that is in turn owned by Toyota. The QR code was invented in order to improve the speed by which they assembled cars in the factory according to the specific orders of each and every customer.

When you look closely, you will see that the average QR has multitudes of black dots inside a square.

Just like how a bar code is computed, these square dots represent either a 1 or a 0 (zero) in binary code and when combined in a series the dots and spaces make up what the QR code is saying.

Normally, the QR code is read starting from the bottom right corner going up to read the first line, then it shifts one row to the left and starts down again. This up and down reading method allows the data that is written inside the QR code to be electronically available by using a high definition camera and electronic interpretation.

The data that derived from this code then determined the kind of vehicle the assembly line was making then. When it was designed and perfected, the QR code was used to differentiate the different kinds of vehicles that were assembled in the different assembly lines of a Toyota factory.

This kind of assembly system necessitated a different kind of identification that had to be used.

Using QR Codes in Business

During this time, Toyota was one of a very few car manufacturers that was assembling many types of vehicles using the same assembly systems, all within a single factory.

Normally, you needed a different set of robots, welders, computers and programs to assemble each type of vehicle.

Since Toyota was using one factory to assemble different vehicles, they needed an effective way to identify which car needed what parts, painted in what color and what set of tires.

The QR code gave them the edge they needed to be able to integrate a whole lot of systems in order to assemble cars, vans, pickups, SUV's, all within the same factory.

The QR code is very handy when it comes to having to put a lot of the things you want to say in a very small package. Since then, the QR code and its successors have been showing up more and more in all types of businesses.

But unlike bar codes the QR code is mostly used in systems that need a lot of data in a limited printable area that you cannot do on a bar code

There is also another **major use** of QR Codes in business, and that is embedded messages, like **website landing pages**. The QR code is very handy to tell a message that can be decoded by a mobile phone that has the necessary program to decode it, which is what makes them such a handy promotional tool.

Using QR Codes in Business

___ ___ ___ **Chapter 2** ___ ___ ___

As we discussed in Chapter 1, the QR code is just another more sophisticated version of the bar code. We see bar codes everywhere, they are a universal standard for product identification on just about every consumer product found globally nowadays.

What makes using QR codes such a good idea for business owners is the amount of data that can be stored inside them.

While the standard bar code can only store a fixed amount of numbers, the QR code can store much more, including things like a **sales message, website landing page,** and more**.**

With the advent of high definition cameras available in most smart phones, it's possible for consumers to decode anything stored inside a QR code. You only need to have a special program (application - often referred to as an '**app**') that quickly decodes a QR code in order to unlock it's hidden message.

The amount of data that can potentially be stored in a QR code allows business owners and marketers to put special **announcements**, **promotions**, **discounts**, **coupons** and more inside them for consumers to find. Once they have correctly decoded what the message says, they can be enticed to take full advantage of the special offer.

All of those dots and squares are the actual data that is written in it. We know that in a computer, the system of communication of the computer is binary.

For those who aren't familiar with what binary is, it is just a series of zeros and ones arranged in a repeating patterns and translated words. The QR code is done in a similar fashion to the basic language of the computer.

Most of the time, you have dots representing 1 and the blank spaces representing zeros. A typical QR code will be read starting from the lowest level of the box, the lower right hand corner and proceeds upwards vertically.

After one line has been translated, the reading takes place going down one column to the left. The reading always goes from right to left and starts from the lowest point going up. Since most computers nowadays have a lot of power, it is easy for most programs to translate what those dots and spaces are actually telling you.

___ ___ ___ Chapter3 ___ ___ ___

How to integrate QR codes into your business.

In business, you probably need a bar code in order to keep track of your inventory. The bar code has been the staple form of inventory control and management since the rapid computerization of the stocks and inventory control of companies. You actually do not need to change your system in order to make use of the QR Codes since the use of the QR code or even its standardization has not been fully realized nor implemented yet.

With the rising computing power of today's smartphones and the integration of high quality cameras in them, you can make use of these very sophisticated forms of inventory control stickers.

For one thing, since people know what a QR code is and most of these have smart phones, you can put special messages in these codes that can be read and decoded by their smartphone. Truly, **Mobile Marketing**.

You can actually place these messages on your company website and when people visit you, they will see the QR code right beside a product, if you wish to announce **special promos** for certain products.

You then instruct your customers that in order to avail themselves of those products, they need to scan the QR code that they see on the product and see if it has a special promo or if there are requirements for getting those promos.

You can even **put prizes in QR Codes** that the customers can scan into their smart cellphones. You can use alternative forms of raffling in that prizes are placed in QR codes that certain products that qualify for the raffle.

These are some of the many ways to integrate the use of a QR code in a typical business that not necessarily has to do with inventory control. Because of the amount of data that you can store in a typical QR code, there are literally limitless numbers of ways that you can integrate the use of a QR code into your business Marketing plans.

You can even post a very big QR code outside your office and let the customers ask what is it all about. This by itself will arouse interest in what it is, how does it work, what does it say, etc.

The only thing that will limit what you can do with QR Codes will be your imagination. It does not mean that just because it started out as a very smart form of inventory control system that it has to stay in inventory control systems. Using it properly, and in creative ways can enhance your business and your profits.

___ ___ ___ ___ **Chapter 4** ___ ___ ___ ___

There are a few things that you should be concerned about when integrating the QR Codes in your **business Marketing program**. Most of the time, you only need a smartphone and an internet connection to make sense of the code.

While the code itself may post something as simple as a **discount code** or a **link** to another website, you have to, in general terms, be careful of what you use the QR code on. You just cannot post the code without having to think what it must do, or what purpose it serves for your business.

The main effect of the QR code on your company is to make people aware of what you are doing and making them interested in purchasing your products or services, or at least checking further into your offers.

If your customers or potential customers see the code online, you want to arouse their interests sufficiently to proceed to the next step - take the action your QR code message encourages them to do

In order to make them do that, you need to do certain things with your QR codes to maximize the effect on your customers. They say that in order to maximize the effect of a typical QR code, it has to be able to do something of value for the customer, or a visitor.

> Most businesses offer a weblink for additional information about the products or freebies that come with each purchase that your customers make.

Now, there are a few things that you need to avoid doing so that you do not lose customers when using your QR codes. One is that these codes have very high capacities for storing data, but if the data is too much, the dots tend to be much finer.

If the dots cannot be clearly picked up by a typical smart phone, you just lost an opportunity for potentially more profits.

As a general rule of thumb, your QR code should have **no more than 50 rows** and columns of dots to stay within the usual maximum resolution limits of most smartphone cameras.

This is why you must **test the codes that you plan to use**. The best way to test your codes is by doing beta testing with your employees using their smart phone cameras and see if they pick it up clearly and it is decoded properly.

Another thing -
make sure your coded message is valuable to your visitor.

This simply means - do not waste the time of the person who saw your QR code, decoded it, followed the instructions that it contained only to find that it led them to a destination that they download, which they may not even like.

Other things to avoid when posting QR codes with your advertisement posters is to avoid putting these posters in places where there is no signal or internet connection.

It is already time consuming to see the QR code, stop to decode it and find out that you cannot send it to the company website for processing because there is no signal or internet connection where the person is standing.

There are many ways to take advantage of the QR code. You only need to avoid certain things that make these codes useless to most people.

We already know that **people get interested when they see a QR Code**, and making sure that they can process it can make the biggest difference to how your advertisement campaign goes.

___ ___ ___ ___ Chapter 5 ___ ___ ___

How to perfect the use of QR codes in your own business.

As we well know, QR Codes have been appearing more and more in businesses, big and small that want to make an impact on the customers.

Since the QR code can contain such a wide variety of information inside it, it makes for a very interesting marketing tool that can help arouse the interest of potential customers.

You may have noticed that these handy little codes are popping up everywhere - in magazines, advertising materials, business cards, product packaging and even on movie posters. They are like building blocks in your marketing programs.

QR codes can be used for a number of things:

- Name tags & business cards
- Product specs
- Automatically looking up an address on Google Maps
- Email newsletter signups
- Paypal "Buy Now" links|Paypal order links|Paypal "Buy Now" buttons
- Social media sites
- Videos on sites like YouTube

We also know that the typical use for QR codes is to direct people to a website but that's really just scratching the surface. They can be designed to autofill information on a web form, look up addresses automatically on Google Maps or even create a text message with the content automatically filled in.

However, there are rules on how to make the most out of your QR Code and let the people who see it, get the most out of the time they spend decoding it.

There may be times when you include a QR code as an afterthought or un-tested because you were in a time crunch to release your latest advertisements.

This is not the way to get the most out of it.

By not ensuring that the code works, you risk more money by having to, at the very least, make changes to the QR code that you put on the posters; and worse, you may have to pull down and change the entire poster that you put up that includes a properly working QR code.

Using QR Codes in Business

While there are many styles of displaying the QR code in your business to make it work for you, allowing the QR code to stand out on its own is better than designing a very stylish advertisement.

Another issue you need to remember when including QR codes in your marketing campaigns is to make the QR code worthwhile for the person concerned.

While it is hard to quantify the worth of the QR code once it is decoded, you can include a small **discount code**, **downloads**, **freebies**, or anything that you can think of.

Just make sure that the data that is contained in the QR code is actually relevant to your marketing campaign and not some random stuff that might make your customer feel they wasted their time decoding the code.

Once you invest the time and effort in perfecting your marketing strategy using QR codes, you will see that people will make an effort to make the most out of your hard work. Most people already know what a QR Code looks like and how they can decode it, so you only need to ensure that they can do it where they are standing and they get their money's worth just by doing it.

Just like Pavlov when he made his experiments in animal behavior, conditioning the mind is 80 percent of the sale of the product, the last 20 percent is just a reward for actually doing it.

Next time you are in a restaurant or public place, look around and notice how many people have a smartphone in their hand – design your Marketing Strategy to take advantage of the compulsion of these potential customers to use their smartphones for more and more tasks, more and more research, and more and more purchases.

> **So, Go Ahead and Make your own QR Codes**
>
> *Don't let your QR code applications be a mystery. See fascinating and thought provoking* **real life applications** *here - stuff you can apply to your own businesses*
> **Create your own QR codes here FREE _**
> **Use them in your Mobile Marketing Campaigns**
>
> http://www.richardpresents.com/qrstuff.html

And Another thing -

Mobile Marketing is Hot and it's getting hotter everyday!

Plain and simple - ANY business that's NOT using **mobile marketing** methods today is losing out on tons of sales.

Use **mobile marketing methods** to pump up profits for your current business by building your customer base and putting your story right in the hands of all of those smartphone users and potential customers.

But don't struggle with trial and error disappointments when setting up your Mobile marketing campaign – you can get the guidance and advice necessary to get your program off to a fast start quickly from this inexpensive and powerful ebook –

"**Mobile Marketing Mania"**

>> "Get Mobile Marketing Mania" Here

**Use Your QR Codes
to Attract potential
Customers**

Using QR Codes in Business

(Use you browser Print command to Print this page)

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