Letters - creating a QR code

852 TDO KB September 28, 2023 Cloud Ribbon Menu, TDO software 7.49K

Overview

What Is a QR Code?

QR codes, short for "quick response" codes, are square-shaped black-and-white symbols that people can scan using a smartphone to learn more about a product.

These encrypted squares can hold links, coupons, event details, and other information that users might want to take with them for referring to later.

QR codes usually look something like this:



How Do QR Codes Work?

If a consumer sees a QR code somewhere, they can take out their mobile device, download a free QR code scanning app, and "scan" the barcode to gain access to additional information,

So if you wanted to create, say, a code for Online Payment, you could display a QR code on that printed ad that brings people right to your Online Payment web page when they scan it with their phones.

These can be easily added to the letters module when sending out statements.

How to Create a QR Code:

The QR code creation process is pretty straightforward. Here's how to get started.

Step 1: Select a QR code generator.

There are tons of QR code generators out there. The best ones give you many options for using your QR code, and compatibility with most mobile QR code reader apps.

Other things to look for when choosing a QR code generator are whether you can track and analyze performance, and if it allows you to design a code that's unique to your brand.

Some QR codes, for example, display logos and other icons within the code that immediately tell people what information they'll get from scanning it.

Here are some examples for free online QR Generators:

QR Code Generator example 1

QR Code Generator example 2

Step 2: Choose the type of content you're promoting.

First, select what type of content you want your QR code to show the person after they scan it. You can choose from several types. For our purposes, we'll choose a URL for example to direct patients to pay online.

Step 3: Enter your data.

Once you select the type of content you're promoting with this QR code, a field or form will appear where you can enter the information that corresponds with your campaign.

Step 4: Consider downloading a dynamic QR code.

See the option below for "dynamic"? One significant pitfall to making a QR code is that you can't edit the data it contains once you print it. But with dynamic QR codes, you can edit this data.

Step 5. Customize it.

The fun part of creating QR codes is customizing the design of the codes to your brand. Want your code to look like your logo? Go for it. Want it to reflect your website's design scheme? No problem.

Of course, you can customize your QR code further -- adjusting the colors, adding a logo, creating social options, and more.

Keep in mind, however, that some customizations can make it more difficult for QR code scanning apps to properly read the code. It's a good idea to generate two versions of your QR code -- one plain version and another with your preferred design.

Step 6: Test the QR code to make sure it scans.

Because a customized QR code can make it difficult for some mobile apps to "read," don't forget to check to see if the QR code reads correctly, and be sure to try more than just one reader. A good place to start is your phone's camera app. Most newer devices will detect that a QR code is on the screen using the phones camera. Another good option is the free tool Google Goggles, which takes a picture and then tells you what link or item it “reads to.”

Another great free tool is QR Code Reader, which automatically takes you to whatever it “reads.” Apple's Passbook also offers a built-in QR code reader on iOS 7, so you should test to make sure your code is readable there, as well.

Step 7: Share and distribute the QR code.

A QR code won't be able to do its job unless its seen. So make sure you come up with a distribution plan for sharing the code. This could include displaying it on social media, in print ads, on clothing, or in physical locations where people will pick up there phones to scan it.

Along with sharing the code, you might also want to include text instructions in your various promotions that show less tech-savvy people how to scan it. This way there's no friction if people want to scan the code but don't know how to.

Step 8: Track and analyze performance.

Just like any marketing campaign, you should follow up on any collateral or campaigns using QR codes to see whether they're actually working. How much traffic comes from each specific code? Are people scanning your code but not redeeming their offer once they get to the landing page? Or are they not even

compelled enough to scan your QR code?

Knowing this will help you troubleshoot and adjust your poorly performing QR codes to more closely mirror those that work well. I recommend you include a UTM tracking code on your URL so you can better measure performance -- this is particularly important if you use closed-loop marketing analytics, and are used to more in-depth reporting on your campaigns.

Online URL: https://kb.tdo4endo.com/article.php?id=852