CREATING AND USING QR CODES

Consider enhancing the experience for readers by adding a Quick Response (QR) code and gather insights about your audience.

TIP

CONSIDER THE USER JOURNEY AND EXPERIENCE WHEN USING QR CODES. MAKE THE SCAN WORTHWHILE FOR YOUR AUDIENCE.

BE STRATEGIC WITH CONTENT

Ensure that you are making the user experience worthwhile by linking the audience to valuable and engaging content. As QR codes are generally accessed from smartphones, ensure the content is formatted to be mobile-friendly.
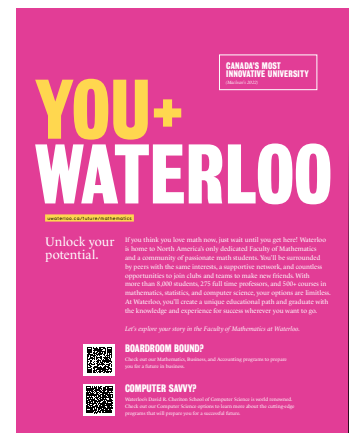
TRACK USAGE

A QR code is a marketing tool that enables you to gather data about your audience. Make sure that the URL you link to the QR code includes the Urchin Tracking Module (UTM). The UTM acts like a tracking tag; it is a snippet of code attached to the end of a URL that allows you to track where your online traffic is coming from.

There are a variety of ways that you can generate tracking codes and then follow the activity on a dashboard. Google Analytics (GA) can generate a UTM code that you add to your URL and then track using the GA dashboard. Alternatively, you can look for a complete and integrated QR code generator that will add a trackable code, produce the QR code artwork and provide a tracking dashboard all within the application.

QR CODE GRAPHIC

The Creative Studio can work with a supplied QR code (PNG, JPG format) or create the graphic using the URL/UTM for your project.

EXAMPLES:

TAKE OUR QUIZ
to discover which Engineering program may be right for you

TAKE A TOUR
of our campus and discover the Faculty of Engineering

ADD A CALL-TO-ACTION

Increase the likelihood that readers will scan the QR code by placing a call-to-action (CTA) beside it. Along with the CTA, you could also explain what the value is. Example - "Scan the QR code to download the faculty brochure – where you'll find all the details about your program."

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