

CREATE AND USE QR CODES



Enhance the experience for readers by adding a Quick Response (QR) code and gather insights about 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

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



ADD A CALL-TO-ACTION (CTA)

Increase the likelihood that readers will scan the QR code by placing a CTA beside it. 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.”

TIP



Consider the user journey and experience when using QR codes. Make the scan worthwhile for your audience.

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