

QR Codes – The Perfect Bridge for Print and Media

These funny square looking barcodes are starting to emerge within the media. They are called Quick Response Codes, or QR Codes. Developed in Japan in the early 1990's, these 2-D barcodes are used to improve tracking and provide relevant and immediate information.



A QR Code can be used within any type of media – postcards, marketing collateral, signs, catalogs, and even clothing. You can activate QR Codes by scanning them with a smart phone application. In our testing we used an iPhone application called “NeoReader” which worked very well and it’s free. By simply scanning the code with the application, the mobile device is connected to the desired URL. You are then directed to a website or landing page providing more information or special offers for that product/service and maybe even a video.

If you scan the QR Code above you will be directed to Roberts Printings home page of our website. QR Codes are being used by savvy marketers in campaigns to increase website traffic, qualify leads and most importantly track response rates.



Track your next direct mail campaign using a QR code!

Roberts Printing will create a custom landing page for your mail offer. Track real-time results 24/7 once your direct mail piece is in the mail stream. The ease of scanning with a mobile device provides fast results and quick lead generation.

Contact Roberts Printing today at 727.442.4011 to find out more on how to incorporate QR code in your next printed piece.

 

Robert, Is your marketing picture perfect?

DIRECT MAIL
MULTI-PAGE BROCHURES
BUSINESS CARDS
POCKET FOLDERS
POSTCARDS
NEWSLETTERS



As mobile devices evolve you can be assured QR Codes will become more familiar. They are the perfect bridge for print and media. Contact us today 727.442.4011 to find out how Roberts Printing can help you incorporate QR codes in your marketing campaign.