QR Codes for B2B Marketing

EVENTS
Get a map to your event
See the event agenda
Participate in a contest

SHARE
Share on Facebook
Post to Twitter
Read your Blog

SUPPORT
Connect with online chat
Get a quick tip
Go to your Support page

CAMPAIGNS
Watch your webinar
Download a white paper
Read your e-book

CONNECT
Go to your website
Connect on LinkedIn
Get your contact info

Code designs can
be customized for
branding and fun

Can be used offline
by saving scans in
QR reader's history

Plan
Determine clear goals
Understand audience
Brainstorm ideas
Make offer compelling

Generate Code
Free generator sites
Paid custom code sites
Make 1"x1" or larger
Use high contrast colors

Add to Asset
Place on flat surfaces
Avoid reflective or soft
Test on multiple readers
Test on multiple devices

Track and Measure
Targeted landing page
Follow custom URL
Code shortener tracking
QR code mgmt systems