

What's black, white and red all over? It's not the newspaper anymore, it's the square 2D barcodes called QR codes.

A QR code is a 2 dimensional (2D) or “matrix” barcode containing data that can be read by scanners and mobile “smart” phones with cameras. QR codes are used to convey information, URLs, text and other data Most common for consumer use.

QR codes not only allow for contactless delivery and exchanges, but they also allow us to better engage our audience and offer the option of integrating tracking in our customer relationship management. QR codes add depth to marketing communications and can be easily generated and then printed on any material concerning your business or embedded in direct mail, email, sales ads, catalogs, postcards, business cards, social media posts and so much more to share data. QR codes promote sharing and networking and create ease of communication, shopping experiences and URL navigation for the consumer.

Here are a few uses for QR codes:

Use them to link to

- your business information and label your vehicle via decal, clothing, personal items, gift bags, packages, pens or door prizes.
- Your personal website
- RSVP to an invite
- a PDF
- training video
- an online event, group or social media business page.
- a product demonstration video.
- Use a QR code to direct your customers, hosts and guests to complete a review or survey.
- Add a QR code to printed posters for events linking them to the events page.
- Add a QR code to a recipe card taking them directly to the product webpage on your website.
- Use a QR Code to link to a special promotion.
- Use an acrylic framed QR code as a sign on an event table.

Now is the time to start using QR codes because of its ability to immediately transfer information without any contact at a low cost, a benefit for consultants and consumers. Use QR codes with your logo or photo of your choice instead of wordy advertisements to deter mis-spelled words and mis-entered web addresses by your consumers.

How to create a QR code with Canva

Your work panel will have a “More” section.

Click on “MORE”

Click on QR code

Enter the Website URL to exactly where you want them to be.

(copy and paste)

Generate code

Download as a JPG and/or PDF

Use your special QR code you just generated on your projects to make them original.

You can also create a QR code at qrcodemonkey.com for free and you will have the option to choose to track the statistics on each QR code generated if you so desire for a minimal subscription fee.

QR codes are a green invitation to help reduce the impact of using too much paper by using a QR code as a meeting/event invitation, registration or advertisement rather than printing hundreds of them and avoid paper related troubles more effectively while doing our part to leave a sustainable footprint for generations to come.

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