



Marketer's Primer Series: 1:1 (Personalized) Printing

4. Make it serve a purpose

As in the example above, not only should the code be worth decoding, but it should serve a specific purpose. It should be well matched to the goals of the campaign and meet the needs of its intended audience.

In other words, the addition of QR codes to business cards and corporate identity materials can be fairly straightforward, but when QR codes are used for marketing, it needs to become much more strategic.

What is the code intended to accomplish? Curiosity? Convenience? Interactivity? To make products relevant to a younger audience? What is the intent on the back end? To gather information? Conduct a survey? Get the person to interact with the brand through a game or sweepstakes? Get them to buy? Provide additional value?

The more you understand your target audience and what motivates them, the better you'll do with QR codes.

5. Optimize for mobile sites

Because people will be snapping these codes with mobile cameras, you may want to make sure the content to which you are driving them is optimized for mobile viewing. While many of today's newer phones make viewing traditional websites easier than ever, not everyone has one of these phones. Not everyone has a data-heavy Internet plan, either.

Also make sure that the code points directly to the content on the (preferably) mobile site that relates to the campaign. Don't send viewers on a "hunt and peck" mission looking for content. The code should send them directly to the page they will expect based on the call to action.

6. Help the campaign go viral.

Mobile viewers tend to be highly connected to social networks. The mobile pages created for QR campaigns are increasingly incorporating links to allow viewers to Tweet the information or add it to their Facebook pages. If your viewers are inclined to share the information with their friends and colleagues, make it as easy for them to do as possible.

7. Make the codes easy to read

Although QR codes can still function with some data loss, you want to increase your chances of readability. Here are some tips.