



ARMANASCO PUBLIC RELATIONS, INC.
LIST OF WAYS TO UTILIZE QR CODES IN YOUR
MARKETING, EVENT PLANNING AND PUBLIC RELATIONS

*Research shows that we Americans love our mobile devices.
In fact, they are often within 5 feet of us at all times.*

1. Use a QR code on the back of your business card to supply additional information. Send someone to your website, where they can find a short white paper, case study or client testimonials.
2. Use a QR code to support social media connectivity. Direct users to your Twitter page or Facebook to grow your followers. Add to your email signature for additional information like a bio.
3. Use a QR code in your press release directing the journalist to your online press kit, photo gallery or fact sheets.
4. Use a QR code in your company brochures. Add QR codes that direct people to videos, podcasts, and web pages that further discuss the corresponding topic from the printed material.
5. Use a QR code to link consumers to pictures or videos on your YouTube channel. Using video can give you a deeper, richer audio/video explanation and a picture is worth a thousand words.
6. Use a QR code to save money on printed fliers or paid ads by taking people to a web page where they can find the same information.
7. Use a QR code on conference attendee badges to make exchanging contact information a snap or for a large event, utilize a QR code to link to a map of the event's venue.
8. Use a QR code at restaurants. Print the code on your menus and let diners read about the specials of the day so they don't have to wait for the waiter. QR code coupons with special discounts are fast becoming a trendy way to offer promotions to potential customers.
9. Use a QR code to link to an Event Survey/Evaluation forms. Customers/guests immediately provide feedback regarding their experience.
10. Use a QR code to build your email database. Direct clients/consumers to sign up for your email newsletter.

Search your mobile device for a free application to download and scan QR codes. If you would like more information on creative ways to promote your business, please contact us 831.372.2259.