

QR Codes have proven to be a successful marketing tool to drive traffic to content whether it be a website, social media account or some other method to connect with existing and potential customers. We at www.LegitQR.com wrote this guide to help companies that are new to using QR Codes as an effective marketing tool. We also wrote it to help companies that have been using QR Codes but have been disappointed by the results. There is a lot of information surrounding how to properly customize (critical unless you want a drab black box that potential customers simply tune out!), generate and utilize QR Codes to grow a business. Unfortunately, there is also a lot of misinformation and a plethora of “free” tools on the Internet that have resulted in ineffective use of QR Codes. This guide is an attempt to steer you in the right direction so you can make QR Code related choices that advance your business interests. In this guide we discuss why it’s important to customize your QR Codes using a call-to-action, colors, custom corners, shapes and effects. We also discuss the many free QR Code generators and how you should be careful or you could harm your business. We address other critical QR Code generation issues such as using hi-resolution images to increase scanability, maintaining proper color contrast, proper sizing for intended use and QR Code error correction levels. We finish the guide discussing how to utilize your custom QR Codes. In particular we discuss never letting your QR Code die by using redirects, linking your QR Codes to more than just your homepage and whether QR Code analytics make sense. Your time is valuable – we know that you don’t want to read a lengthy treatise on QR Codes. Thus, we tried to write each section of this guide in a concise manner to provide the critical information necessary to make the right choices as you work towards utilizing QR Codes to grow your business. We also avoided including information that you can easily discover for yourself on the Internet (e.g., what does “QR” stand for – it’s “Quick Response”). We would be delighted to hear input from you or answer any questions (even if you just read the free sample) – please visit our Contact page at <http://www.LegitQR.com> and send us a note! Follow us @LegitQR Happy reading! About LegitQR.com: we are a custom QR Code generator company focused on providing our clients with the QR Code related tools necessary to connect with their customers and grow their business. We offer custom QR Codes (i) for free when printed on our 30,000+ product variants (e.g., business cards, stickers/product labels, flyers), (ii) for purchase when a client wants to print on their own or use analytics to track QR Code scans, and (iii) on a subscription basis when a client wants to be able to redirect the URL their QR Codes point to and print with us or on their own. As you can see, we have flexibility to accommodate our clients varying needs. Feel free to visit us at www.LegitQR.com.

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