

Subject: [Mobile] #7: Use QR Codes To Build Your List

Body:

Lesson #7: Use QR Codes To Build Your List

Hi [Name],

Today we're going to talk about those strange looking things known as QR (Quick Response) codes.

QR codes are similar to barcodes but have spots instead of the traditional bars (see below):



When someone scans a QR code with their smartphone they are taken to the action stored on the QR code. If the stored action is a URL then that web page will automatically open on the phone.

But what's ironic about most QR codes is that the website you're taken to is not mobile friendly. And since you know the person isn't at home on their PC why in the world would you not develop a mobile site *before* you develop a QR code?

It's like spending money to advertise your phone number instead of paying to fix the constant static in your line.

We call that putting the cart before the horse and it's bad business.

But when done in the correct order -- mobile website first, then QR codes -- it can be a great mobile marketing strategy.

Think about it.

Imagine all the places you could put your QR code so people could scan it and visit your site?

And if your imagination muscle is tired allow me to share 21 creative uses for QR codes (Thanks to Don Crowther for sharing this):



1. **Business Cards**
Put a code on your business card containing all of your contact information
2. **Put It On A T-Shirt**
Then people get sent where you want them to go
3. **Put It On Price Tags In A Store**
Taking them to a specs page online
Best Buy does this
4. **Put It On Your Website Contact Us Page**
People take a picture of your page on the screen, put you in their contact list
5. **Put It On Your Instruction Sheet**
People scan it to get step-by-step instructions
Or maybe a video
6. **Put It In Print Ads**
People scan to be taken to a specific landing page on your website
7. **Put It On A Campaign Sign**
Taking people to your website
8. **Put It On A For-Sale Sign**
Take them to a website with video and information about the item being sold
House
Car
Bulletin Board
9. **Put It On Your Luggage**
If your luggage ever gets lost...
10. **Send a Tweet**
Scanning it sends out a tweet
11. **Do A Location Login**
Put on every table and the walls of your restaurant, does a foursquare login or a Facebook location login
12. **Add To Your LinkedIn Page**
Passes your contact information or website
13. **Call Us To Place Your Order**
Scan dials their phone



14. Send a Teaser Postcard

Send a QR code to a potential client, which takes them to your website

15. Put It On Your Conference NameTag

Contact information or website

16. Put A Backsell On Your Invoice

Taking them to a landing page making a special offer

17. Put One On The End Of A Video

Takes them to a landing page, can pass source codes

18. Paypal Buy Link

Scanning takes them to Paypal to buy your item

19. Promote An Event

Scanning the code puts it on their calendar

20. Announce Your Free Wifi

Scanning logs them into your wifi account

21. Put It In Your Powerpoint Presentation

Build your list by sending them to a special bonus offer if they sign up

I think those are enough ideas to keep you busy for a while.

But remember...

Mobile website first...

QR codes second.

And if you don't already have a mobile site we can help. We offer a free 30 day trial of a mobile website. This means if you click the link below and tell us about your needs we'll actually develop a mobile version of your website and let you try it out, risk-free, for 30 days for FREE!

[Click here](#) to learn more.

To your success,

Steve

Steven Hudson



P.S. Did you know there will be one mobile device for every person on earth by 2015?

