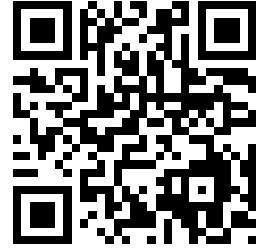


LawInfo Legal Marketing
Presents

Insider Tips: Generating and Using QR Codes

What is a QR Code?

QR Codes are essentially bar codes that can be scanned (*read*) by a variety of devices, particularly smartphones. These Codes usually contain data that includes contact information and a link to a website.



Sample QR Code

Why are QR Codes Important?

QR Codes are important because they turn static content like trade show booths into interactive digital productions. The ability to personally link a 2 dimensional image with a user can have incredible implications as suggested below in the examples section of this document.

Getting Started

Find a QR Code Generator

It's easy to get started because there are many websites online that allow you to create QR Codes for free. All you have to do is perform a Google search for the term "QR Code generator" and millions of results are provided. Top results include:

- 1) Kaywa's QR-Code Generator: <http://qrcode.kaywa.com/>
- 2) ZXings's QR-Code Generator: <http://zxing.appspot.com/generator/>

Kaywa's product is excellent for making simple web address QR codes. Use the product from ZXing if you want to add additional details like contact information.

Download the QR Code Scanner

No matter what phone you own, there is a free QR scanner available for download. Simple conduct a search on your application store or market for "Free QR Code Scanner" and select the free app with the best reviews.

Examples

Here are some great places to use a QR Code:

- 1) **Business Cards-** By placing a QR Code onto your business card, the receiver will have an easy and effective way to quickly enter your contact information into his or her phone. Furthermore, your business card can contain rich content simply not possible on paper.



2) **Google Places Solicitation Materials-** One of the toughest things to do is solicit reviews for your Google Places Page. You can easily direct clients with smartphones to the review section of your Google Places Page by adding the following code to the end of your Page's direct link: &dtab=2&action=openratings&ct=write-review. For example, this: <http://goo.gl/wN7Bu>, becomes this: <http://goo.gl/gYaaN>, which takes a user directly to the review portion of the Page. As a QR code the link becomes:



- 3) **Advertising-** Many retailers and service providers are using QR Codes in various ways to further engage their target market. QR Codes can be displayed on televisions to make it easier for viewers to interact with advertisers. QR Codes can be displayed on billboards to entice viewers to learn more about the product. For example, a recent Calvin Klein Jeans ad replaced a racy billboard scene with a QR Code with the label "Get It Uncensored."
- 4) **On Your Website-** As QR Codes become more common, users will expect them on traditionally passive mediums. If you place a QR Code on your website that includes contact information for your firm, you're giving your potential client the means to scan your website and save your data for a later contact. Your information is instantly available at their fingertips rather than having to manually input your name and phone number.

LawInfo wishes you the greatest success in your marketing strategy!

**For help or questions regarding legal marketing, visit
www.LawInfoLegalMarketing.com or call the LawInfo experts:
1-866-708-4403**