

# Use QR codes to promote yourself and your business

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*Do you recognize this image or does it just seem odd to you?*



**The image is called a QR Code.** It contains an embedded code which is read by a QR reader. A QR reader is an app for a mobile phone camera. A person with a camera phone and the reader app scans the image and then something wonderful happens. Depending on what is in the code, that simple action could open a website, display text, make a phone call, send a text message, or create a vCard.

*Think of how much easier it would be to just scan an image and open a website or get someone's contact information instead of typing it by hand.*

**QR codes are fairly new to the U.S. but they have been used in other parts of the world for many years.** You will see their use increase as people find new ways to use them to sell their services or a product, to promote an event, or to share their contact information quickly and accurately.

## **Ideas for promoting your business with QR codes**

Since this code is able to get someone to open your website, it follows that a business would use the QR code to promote their products and services. You can put a QR code on your business card and resume; in your social media

site; on direct-mail flyers and newsletter inserts to promote specials and discounts; or on your product packaging to provide helpful information.

The QR code doesn't have to open a website; it could just send a text message or create a vCard. Choose the method that works for you and which you think will bring the best results. Keep in mind that the person who scanned your image will view the website (or whatever you have chosen to display) on a small screen.

## **How to get a QR code**

Search the internet for "QR code generator" and choose a company from the search results. Follow their instructions and it will create the QR code image for you. You decide what you want the code to link to and the image is created automatically. Save the image to your computer so you can insert it into your marketing materials.

Now that you know what a QR code is and how to get one, I hope this article has given you some ideas on how to use a QR code to promote yourself and your business.

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*Dianne Mullen creates web sites for small businesses, specifically home businesses and startups. If you have questions related to this article, or if you would just like to contact her, send an email to [dianne@mullenitover.com](mailto:dianne@mullenitover.com)*

