



Create A QR Code In 5 Simple Steps

2D bar codes for smart phones - like QR Codes - can be a great tool for marketing your garden retail business, especially for that new, harder-to-reach generation of consumers. Try these 5 easy steps to make your own!

1. What is A QR Code?

A QR Code is a black and white bar code consumers can scan with a smart phone. All they need to do to scan one is download a free QR Code reader app. The code can connect the user to just about any information you can access with a smart phone.

QR Codes can be a great way to market your business or products to a new generation of customers that use their phones to gather information as much as they use them to communicate.

2. Decide What You Want Your Code To Link To

Most QR Codes are used to link to information: a website, a video, text, maps and directions, a business card, or even to call a phone number. Be clear about your goal for using the Code. The most important thing to remember is to make sure whatever you link to, it needs to work well and be legible on the small screen of a cell phone. Simple text information or a quick video? Yes. Fill out a long enewsletter subscription form? No way.

3. How To Create A QR Code

Go to a website that creates free QR Codes. There are many out there, for example:

- www.qrstuff.com
- www.i-nigma.com
- www.delivr.com/qr-code-generator

4. Tell The Site What You Want Your Tag To Do

Each site is a little different, but whichever you decide to use, it will ask you what kind of information you want to deliver with your code. Enter the URL or other information you want to link users to when they scan the bar code with their phones. Click a button and generate your QR Code.

5. Save a Copy Of The Code

The image of the QR Code you have saved can be used on store signage, plant signs, mailers, business cards, event flyers – just about anything you can think of to promote your business!