An Explosion of Creativity with QR Codes

bitly

Session Rules

1. Today is a conversation … **so, let's talk!**

2. We'll share recording and resources after the session, so you can **stay engaged**.

3. Have **questions**? Submit them through the Q&A panel

Your Hosts

Luke Reynebeau (he/him)

Sr. Director, Community
Bitly

Pawan Murthy (he/him)

Product Manager
Bitly

Question:

What's the most creative design or placement of a QR Code you've seen?

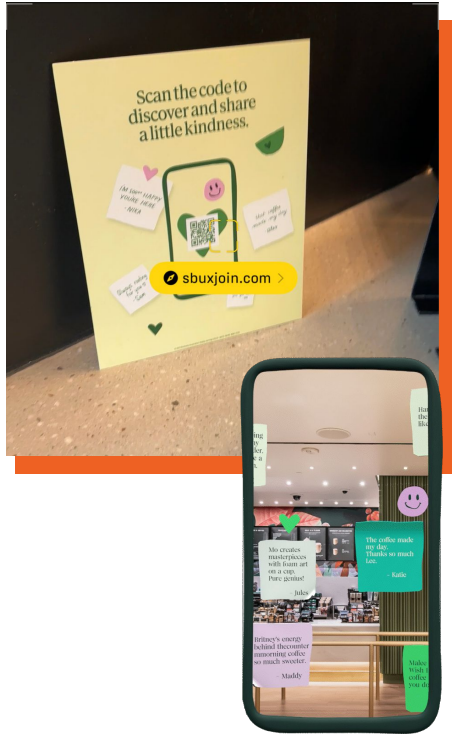# Making Workout and Fitness Tracking Easier

QR Codes used for:

➔ Check-in on an exercise or weight lifting machine

➔ Scans take you to the mobile app, where users can log their workouts for that specific machine

Outcome: an easy way to track progress, using the devices you already have

Surprising Customers with Kindness

➔ In-store customer delight

➔ An AR experience that customers can enjoy and that connect them to the brand

The Explosion of Creativity with QR Codes
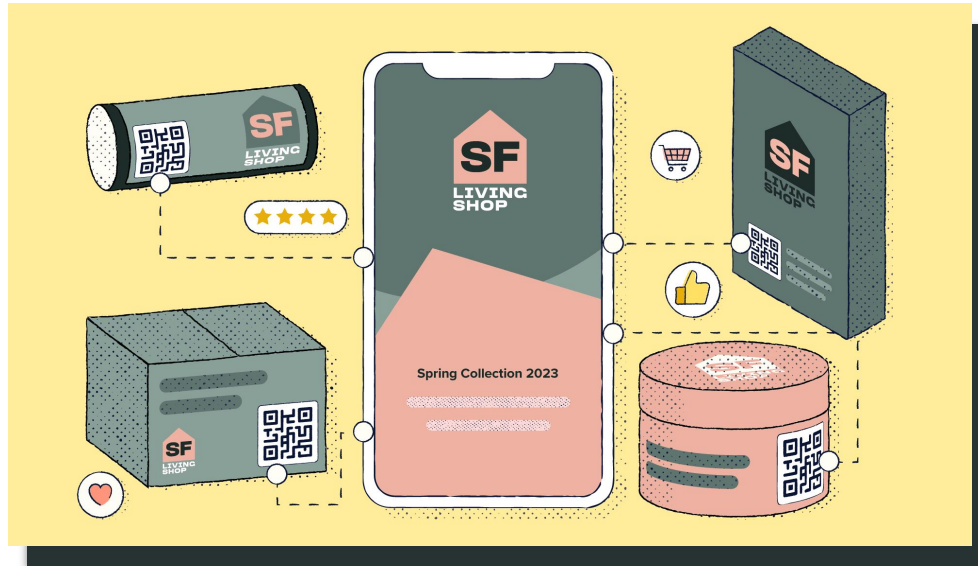
Creativity with ...

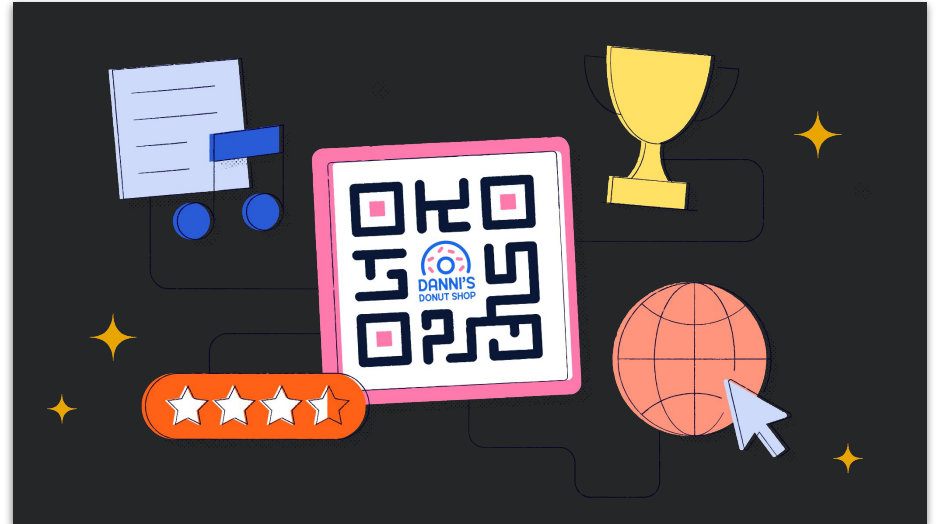# How QR Codes are **Delivered**.

Source: QR Code AI

Creative QR Codes that Stand Out Are:

→ Credible

→ Compelling

→ Clear

Creativity in how QR Codes **work**.

QR Codes That Build Closer Connections:

➜ Make expected interaction easier

➜ Create an unexpected experience

➜ Have a clear "post-scan" payoff

➜ Are personalized and full of context

How-To:
Use QR Codes for Connection

"We need a geo-redirect solution so that when someone scans our QR code in the US it takes them to a different end destination, than someone scanning the QR code who's in France"

"I need to have a QR code link to a map of my neighborhood. How can I do that and how do I publish it on my website that uses WordPress?"

QR Codes in Action

Offer your Audience Closer Connections with you and your Mission

Do *more* for your in-person audience:

- offer QR codes for in-person exclusives and discounts
- collect feedback in real-time
- make the next action easy for your customers

Bitly QR Code Use Cases

Printable QR Code file types

Customizable QR Codes with branding

Digital QR Codes for email campaigns

QR Code scan data and analytics

QR Codes in Action

Connect your In-Person and Digital Experiences

Make it easy for customers to find:
- nutritional information for products in your store
- a list of upcoming benefits or events
- your full inventory of products or services

Bitly QR Code Use Cases

Printable QR Code file types

Mobile deep linking via short links

Scan location data and insights

Share product information on-pack

QR Code Use Cases are *Endless.*

➔ "Follow us on Social" on marketing materials

➔ Location-specific landing pages

➔ Digital business cards (or links to personal LinkedIn)

➔ Product or nutritional information on packaging

➔ Volunteer signup or donation drives at charity events

➔ "Secret" surprise and delight QR Codes hidden in brick and mortar place of business

➔ Link on packaging to product instructions / how-to videos

➔ Digital signage placement to find additional learning materials

➔ Real-time customer feedback

➔ Augmented Reality "try it on" clothing experience

➔ Scan to "check-in" and unlock a discount or prize

➔ Audio or video version of printed materials

➔ "Contact Us" or feedback form

➔ In live or virtual presentations

➔ Direct to a link-in-bio page with updated promotions, news and events

➔ A/B test interest in your new products or offerings, by geography or location

➔ On invoices or on in-store receipts to discounts, promo codes or more information about products

➔ Waiting room scans to fill out intake forms

QR Codes Make Connection Experiences Easier

Bitly QR Codes and QR Code Generator use shows us that QR Codes help businesses and people:

- Connect more quickly
- Create more personalized experiences
- Start two-way conversations

Top 3 Fastest Growing QR Experience Solutions
H1 2022 to H1 2023

#1 vCard Plus
An editable electronic business card that saves contact information with one tap.

#2 Dynamic URL
A customizable URL that powers your QR Code and can be changed at any time.

#3 Feedback
A customizable form used to capture feedback from customers.

Read the Full 2023 Bitly QR Code Trends Report

**Scan to Access the
Entire Report**

QR Codes in your
Creative Tech Stack

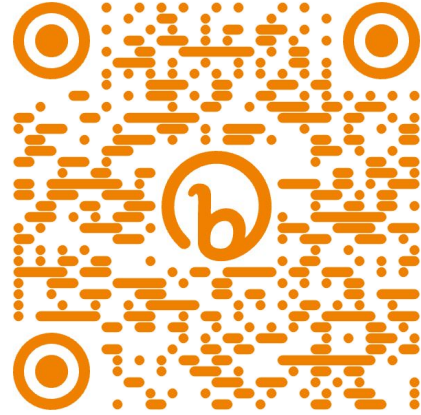# How QR Codes work with *your* tech stack.

- **Seamlessly connect** your Bitly and Canva accounts
- **Access your Bitly connections** – short links, QR Codes and analytics
- **All Bitly plans** have access to the integration and plan features in Canva
- **Create entirely new QR Codes and links** directly inside the Canva app – with the ability to change the background color

bitly.is/canva-creativity

Live Demo:
Canva + Bitly

bitly.is/canva-creativity

Questions

Thank you!