Drive audience traffic with QR Code campaigns

QR Codes are flexible so changes can be made to campaigns without reprinting. Updates such as switching campaign URLs can be made on the back end so users can monitor campaign performance and adjust as needed.

With today's mobile technology, driving audience engagement with QR Codes has never been easier

With any modern mobile device, audience members can instantly trigger a range of actions in a matter of seconds. All they need to do is scan the QR Code with their smartphone, and they are immediately presented with a triggered action on their device.

What are QR Codes?

QR Codes (or Quick Response Codes) are two-dimensional barcodes that can be scanned from most mobile devices to prompt instant access to information placed in the code. They are often used on product and packaging to provide information that is not readily or easily available. Unlike traditional barcodes, QR Codes can easily be scanned through technology that is accessible to everyone, making them an ideal tool for audience engagement.

Scan to see how QR Codes work.

How it works:

1. Upland Mobile Messaging generates a custom QR Code for a campaign

2. QR Codes are then distributed through packaging, flyers, print ads, posters or anywhere an audience could access them

3. Audience members scan the QR Code (through their mobile camera or an app) to prompt the chosen campaign action from their smartphone

4. When it's time for a new triggered action or URL, they can then be changed or updated without reprinting the QR Code

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What actions can be prompted by QR Codes?

The sky's the limit! There are many possibilities of what QR Codes can do across multiple channels.

+ **Email -** QR Codes included within emails could prompt your audience to get in touch with you or pass some information or an offer along to a friend. This is an easy option for referral to receive discount campaigns or event invitation sharing. You can predetermine and specify subject lines and messages to control the email or offer flexibility allowing users to edit emails before sending.

+ **Social media** – Posting access to your social media channels through QR Codes can allow you to send your audience directly to Facebook or Instagram profiles making it easy for them to follow you or like your business. Companies can also take their audience directly to YouTube to show off cool promotional or instructional videos or even add QR Codes to employee business cards for making quick LinkedIn connections.

+ **App downloads** – No searching in the app store required. QR Codes take care of that. Don't worry about getting Android and Apple users to the right place. QR Codes can host multiple download addresses and determine the correct matching address for each specific device.

+ **Discounts and coupons** – Everyone loves a discount, but no one loves to carry a coupon around. Let customers access and keep offer codes and information with them on their mobile devices. Items such as mailers or posters can be printed with QR Codes and scanned so customers don't have keep a physical copy of their savings with them on the go.

+ **SMS** – Audiences can send messages to you directly for actions like sweepstakes entries or contact requests. Allowing your audience to connect with you through SMS is ideal for providing opportunities for customer feedback, opting in to future text campaigns or casting votes in a contest.

+ **File downloads** – Provide the ability to download files directly such as images, PDFs, audio or video. Print ads are great locations for QR Codes linked to full catalog PDF downloads for retailers.

Benefits

With the right platform to create and manage your QR codes, any organization wanting to drive cost-effective action can experience a variety of benefits.

+ **Flexibility** – QR Codes can be placed almost anywhere. But with custom QR Codes, you never have to worry about reprinting if you decide to make changes to your campaign. Change the web address or triggered action function as needed such as switching a download of a PDF to a download of an image. Print worry free and adjust ongoing campaigns to optimize performance.

+ **Speed** – Direct access is instant. Whatever you want to share with your audience is immediately in their hands with just a simple scan. Plus, your audience doesn't have to waste anytime searching the web or typing in lengthy URLs. Saving time for audience members will increase the odds of them landing at your chosen destination.

+ **Ease-of-Use** - With today's smartphone technology, your audience can easily scan QR Codes from their camera app. Technology such as in-store app payment and mobile ordering bring convenience to customers and enhance their experiences.

+ **Reporting** – Monitor campaign strategy through tracking and reporting. Learn how many audience members have scanned QR Codes and gain time, date, operating system and location information on each scan. Analyze trend statistics like unique scans, call to action success and location performance enhance campaigns for success.

Who's using QR Codes?

No matter your vertical, there is a strong QR Code use case that could work for you to easily access your audience and distribute information. Here are some of our most common use cases by vertical.

General:

Our clients offer accessible information quickly and easily with QR Codes to drive audience engagement by:

+ Offering fast ways to download apps directly from campaigns without searching for them

+ Educating clients with instructional videos or engaging content from package or literature scans

+ Making it simple to book services or schedule classes by scanning posters or stickers

+ Providing full file downloads such as white papers or catalogs from flyers

+ Giving discount codes or product information through QR Codes placed on print ads

+ Placing QR codes on promotional materials so recipients can scan to learn more

+ Allowing customers to text or email in an instant to provide feedback

Nonprofit and Causes:

QR Codes are helping non-profits reach their supporters and goals by:

+ Letting donors scan QR Codes to access donation pages instead of requiring them to type in a lengthy URL

+ Including QR Codes on fundraising event invitations for quick access to registration or directions

+ Placing QR Codes on silent auction items at fundraisers for instant bidding

+ Sending audiences directly to sign petitions that allow them to impact change

+ Sharing videos and photo albums with donors of causes impacted by their support
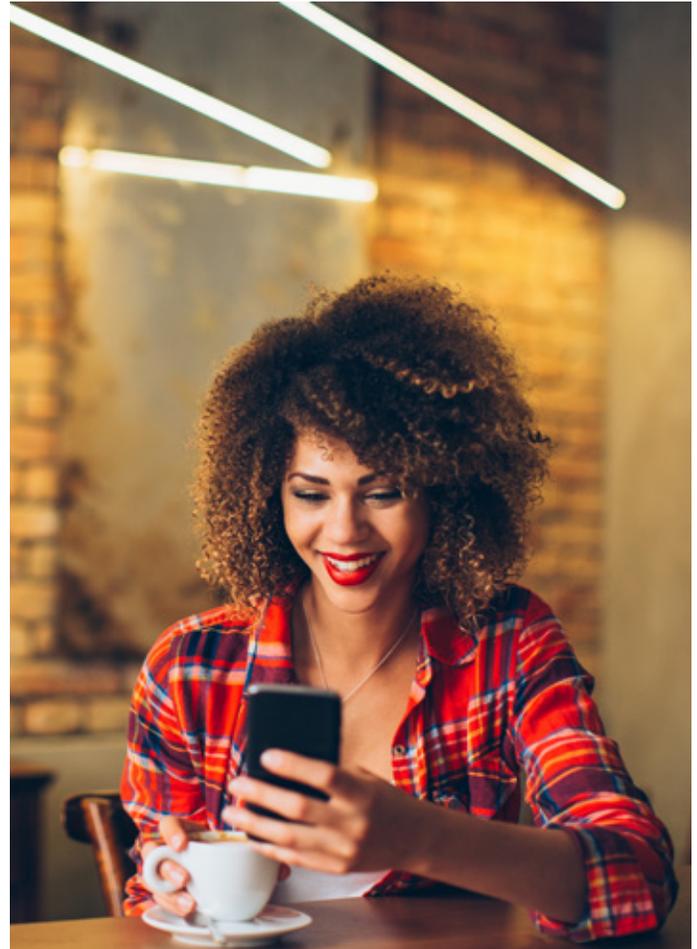
Retail:

Retailers are using QR Codes to enhance the customer shopping experience through:

+ Implementing in-app self-checkout so customers can skip lines and be on their way

+ Providing instant access to ingredients and dietary requirement information on packaging

+ Being responsible by sharing eco-friendly information on packaging

+ Printing QR Codes on ads that send shoppers to purchase products featured in those ads

+ Placing QR Codes on apparel labels to show other products that complete looks for items

+ Showing recipes that can be created from products or that pair well with specific wines

About Upland Software

Upland Software (Nasdaq: UPLD) is a leader in cloud-based enterprise work management software. Upland provides seven enterprise cloud solution suites that enable more than one million users at over 9,000 accounts to win and engage customers, automate business operations, manage projects and IT costs, and share knowledge throughout the enterprise. All of Upland's solutions are backed by a 100 percent customer success commitment and the UplandOne platform, which puts customers at the center of everything we do.

Restaurants and Hospitality:

Restaurants and hospitality businesses are taking QR Code marketing to the next level with:

+ Providing mobile check-in/ check-out to hotel guests

+ Offering quick order placement in app by printing codes on menus

+ Putting guest minds at ease by providing ingredient and dietary restriction information

+ Ensuring customers return by printing QR Code next purchase discounts on receipts and take out packaging

+ Enticing customers in the door with quick menu access from windows and outside signage

+ Placing QR Codes in campaigns so customers can scan to keep coupons on their mobile devices

Media and Entertainment:

Media and entertainment companies stay connected with audiences by:

+ Printing QR Codes on promotional contest flyers and posters for text for entry access

+ Making connections seamless by printing QR Codes with attendee contact information on event badges

+ Adding quick access to connect event information to digital calendars

+ Sharing photo galleries and videos from previous events on mailers

+ Getting guests in on the action by scanning QR Codes to share their experiences on social media

+ Giving free sample audio or video files on ads and packaging, enticing audiences to purchase

For more information on Upland Mobile Messaging, visit uplandsoftware.com/mobile-messaging

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