REUBEN RINK

HANDCRAFTED MARKETING
YOUR WAY

THE RISE, FALL, AND RISE AGAIN OF QR CODES

{a brief history of QR codes}

{technical details}

Five basic types of QR codes

40 versions of QR codes
- Usage depends on amount of data stored, error correction level
- More data = more modules = larger QR code
- v1: 21x21 modules, v40: 177x177 modules

Components:
- Position detection patterns
- Data area
- Modules

A unit of a QR code is a module

No standardized sizes
- Smallest is ~2x2 cm; no maximum size
- Printer type affects module size

{features}

Readable 360° in any direction

Same data capacity as a barcode but 1/10 the size

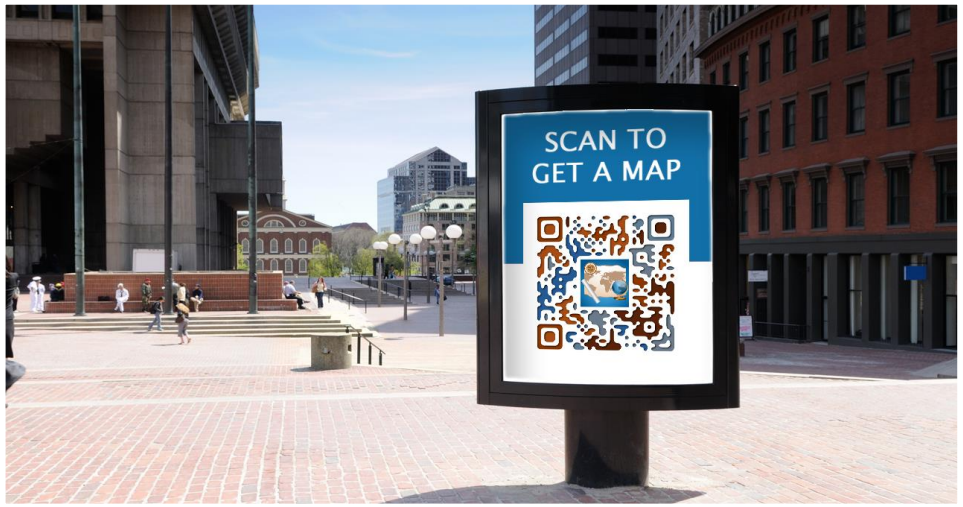
Stores up to 7,089 characters of data
- Text
- Images
- Sound

Error correction capability

Codes can be divided into multiple units or combined in a single code

Customizable

{early #marketingfails}



{don’t call it a comeback!}

{best practices}

clear purpose

simple call to action

mobile-first landing page

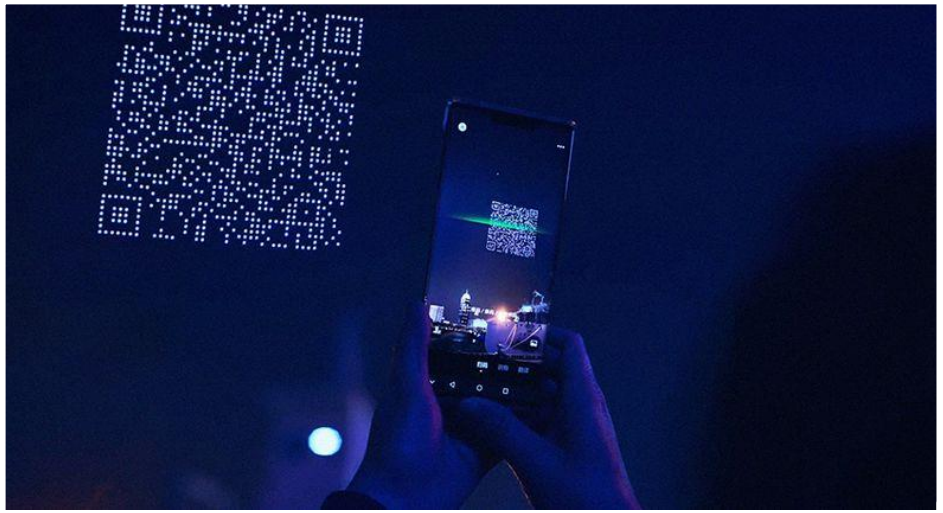
design & generate the right codes

test, then test again

location, location, location

leverage data collected

{examples}



photos from qrcode-tiger.com

{helpful resources}

https://qrcode.com

https://www.reubenrink.com/qr-codes-are-back/

https://www.qrcode-tiger.com/qr-code-best-practices

https://www.flowcode.com

{QR code generators}

https://qrcode-monkey.com (free)

https://www.flowcode.com (free; Flowcode Pro is the paid, more robust tier)

https://www.visualead.com (paid service, design-focused)

https://www.scanova.io (paid service, robust, for large campaigns, broad feature set)

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THANK YOU FOR YOUR TIME.