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QR Code and Mobile Web Usage Examples

Apart from the benefits of just redirecting Smartphone users to a mobile version so your company gets the most from every visitor, The Envelope Printery can help you utilize QR codes to drive additional traffic.

Below are some industries and sample usage.



Hotels

QR Placement:

Key jackets, proposals, print collateral & advertising

When Scanned:

Booking, address and room details, conference information, menus, amenities & outlet information, pool hours...

Bars / Restaurants / Lounges

QR Placement:

Menus, table talkers, coasters, print collateral and advertising

When Scanned:

Wine pairing, ingredient information, take out menu, welcome videos, event calendar, promotions, social media, server bio...



Professional Firms

QR Placement:

Business Cards, print collateral, marketing initiatives

When Scanned: An employee business card to get a bio and

then connect to the rest of the organization; a brochure to view company services or corporate videos; a marketing piece to subscribe to a newsletter or register for an event.

Retail

QR Placement:

In-store shelf tags, product labeling, direct mail, flyers, brochures, print advertising, window sign

When Scanned:

Access product information or catalogue, drive and connect with social media, join newsletters, check store hours...



Real Estate / Home Builders:

QR Placement:

Business cards, direct mail, print advertising, signage

When Scanned:

Listing catalogue, listing details, newsletter sign-up, free home evaluation forms, floor plans, community involvement...