

Use QR and AR for marketing your e-resources



QR code (abbreviated from **Quick Response Code**) is the trademark for a type of [matrix barcode](#) (or two-dimensional [barcode](#)) first designed for the [automotive industry in Japan](#). A barcode is a machine-readable optical label that contains information about the item to which it is attached. A QR code uses four standardized encoding modes (numeric, alphanumeric, byte / binary, and [kanji](#)) to efficiently store data; extensions may also be used.^[1]

A QR code consists of black modules (square dots) arranged in a square grid on a white background, which can be read by an imaging device (such as a camera) and processed using [Reed–Solomon](#) error correction until the image can be appropriately interpreted. The required data are then extracted from patterns present in both horizontal and vertical components of the image.^[2]

Source: http://en.wikipedia.org/wiki/QR_code

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4 Steps to Create a QR Code –from the blog:

<http://blog.hubspot.com/blog/tabid/6307/bid/29449/How-to-Create-a-QR-Code-in-4-Quick-Steps.aspx>

1. Find a QR Code Generator

Kaywa: With Kawya you can customize your design for free, and the paid version allows you to track performance. The codes can link to a web page, text, phone numbers, or SMS.

GOQR.me: Also free with an option for paid premium service, this generator allows you to “read” to text, URL, phone number, SMS, or vCard. Read on for an example of linking to a vCard, which allows people to save your contact information easily and immediately when “reading” the QR code.

Microsoft Tag: The cool thing about Microsoft Tag versus many other generators is the ability to have a color QR code rather than just black and white. It's also free for all services, including limited analysis of people viewing and going to the tagged item.

2. Create, Design, and Link It Up

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The fun part of creating QR codes is customizing the design of the codes to your brand. Want your code to look like your logo? Go for it. Want it to reflect your website's design scheme? No problem. But after that's said and done, the most important thing to consider is your end goal. What do you want to accomplish when someone actually uses your QR code? If you're at an event, for example, you might want to distribute business cards with a code on them that automatically links to your vCard so it's easy to save your contact information. On the other hand, you may be gunning for more leads, so perhaps you should link to a [landing page](#) on your website to download the awesome presentation you just gave. Keep your end goal in mind when creating QR codes, and just like any [call-to-action](#), make it worthwhile for the scanner.

3. Test It

In all the excitement of [creating your first QR code](#), don't forget to check to see if the QR code “reads” correctly, and be sure to try more than just one reader. A good place to start is the free tool [Google Goggles](#), which takes a picture and then tells you what link or item it “reads to.” Another great free tool is [QR Code Reader](#), which automatically takes you to whatever it “reads.” Both are easy to use and available for multiple smartphones.

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4. Track and Analyze

Just like any marketing campaign, [track and analyze](#) how much traffic comes from each specific code. Are people scanning your code but not redeeming their offer once they get to your landing page? Or are they not even compelled enough to scan your QR code? Knowing this will help you troubleshoot and adjust your poorly performing QR codes to more closely mirror those that work well.

QR codes are a low cost way of engaging your audience across multiple mediums. If you didn't jump on the QR code bandwagon when they first hit the scene, that's okay! Start brainstorming creative ways to use this hip new tool to give (and gather) information, drive traffic to your website, get more leads, and potentially engage a whole new audience.

Augmented reality (AR)

Augmented reality (AR) is a live direct or indirect view of a physical, real-world environment whose elements are *augmented* (or supplemented) by computer-generated sensory input such as sound, video, graphics or [GPS](#) data. It is related to a more general concept called [mediated reality](#), in which a view of reality is modified (possibly even diminished rather than augmented) by a computer. As a

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result, the technology functions by enhancing one's current perception of reality.^[1] By contrast, [virtual reality](#) replaces the real world with a simulated one.^{[2][3]} Augmentation is conventionally in [real-time](#) and in semantic context with environmental elements, such as sports scores on TV during a match. With the help of advanced AR technology (e.g. adding [computer vision](#) and [object recognition](#)) the information about the surrounding real world of the user becomes [interactive](#) and digitally manipulable. Artificial information about the environment and its objects can be overlaid on the real world. Source: http://en.wikipedia.org/wiki/Augmented_reality

Create an account at one AR-creator like
(three examples):

<https://www.layar.com/>

<http://www.junaio.com/>

<https://buildar.com/start>

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