



January 2-6, 2012

Professional Development January 2-3  
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# QR Codes

**Paul Kiewiet, MAS, CPC**

CAS - 1 pt  
Monday, January 02, 2012  
5:00 pm - 6:00 pm

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# 30 Ways to Use QR Codes! By Paul A. Kiewiet MAS CPC CIP

Download the Slides by visiting PPAI Expo website or contact the speaker directly.

## Links referenced in this presentation

Slide 1: 30 Ways Promotion Video on my YouTube channel <http://bit.ly/IMT4At>

Slide 6: QR Code Readers: <http://2d-code.co.uk/qr-code-readers/>

Slide 7: QR Code Generator: <http://qrcode.kaywa.com/>

Slide 8: QR Code Generator: <http://www.qrstuff.com/>

Slide 9: Everything about QR Codes: <http://www.qrcode.com>

Slide 10: Microsoft Tag: <http://tag.microsoft.com/consumer/index.aspx>

Slide 12: Microsoft Tag Reader: <http://tag.microsoft.com/business/overview.aspx>

Slide 13: Microsoft Tag Generator:

<http://www.webtivitydesigns.com/tools/microsoft-tag-generator.aspx>

Slide 14: Microsoft Tag Generator: <http://tag.microsoft.com/create-your-own-tag.aspx>

Slide 17: YouTube Video: <http://bit.ly/LEXK9>

Slide 18: Customizing Codes: <http://www.begrious.com/show/custom-qr-code-design>

Slide 21: Demographics of Users: [www.emarketer.com](http://www.emarketer.com)

Slide 24: Social Mention: [www.socialmention.com](http://www.socialmention.com) to track keywords

Slide 31: YouTube Video: <http://www.youtube.com/watch?v=jkSog7oBCuE>

Slide 33: Map created at: <http://keremerkan.net/qr-code-and-2d-code-generator/>

Slides 40, 41, 42: <http://itunes.apple.com/linkmaker/>

No Slide but referenced: <http://bit.ly> URL Shortener that also generates a QR Code.

No Slide: QR Custom Design: <http://www.azonmedia.com>

## Key Takeaways:

**QR (Quick Response)** codes provide an exciting new dimension to advertising and promotion by linking content to Smart Phones.

**Smartphone** penetration now exceeds 50% in the United States.

**By learning** about how to use this technology, you can be more valuable to your clients, a resource to them and a go-to person.

**Microsoft Tag** technology is very similar but is owned and controlled by Microsoft.

**QR Codes** can be customized, created in many different media and very creative.

**Users** skew to a very attractive demographic in age, income and education.

# 30 Ways to Use QR Codes! By Paul A. Kiewiet MAS CPC CIP

Right Way and Wrong Way know how to use them correctly and effectively.  
There are 30 Ways to Use QR Codes. Perhaps 30 Ways!

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