



## How To Advertise With a QR Code?

The [\\$647 billion-dollar](#) advertising industry presents myriad opportunities for marketers to reach their audience in creative ways and increase engagement. Every year, new advertising trends emerge, and progressive marketing organizations adapt accordingly.

A recent trend that organizations like Coinbase, Volkswagen, and Barilla are hopping on is QR code advertising. And you can do the same.

Read on to discover how to make your advertising campaigns more effective using [QR codes](#).



### Add a QR code to your print advertisements

When people read newspapers, they often ignore the ads. But QR codes are hard to ignore. Their unique design makes them catchy, and you can make them even catchier by customizing them with colors, shapes, and CTAs.

The next time you create a print ad, put a QR code on it for two reasons. One, it will grab attention. Two, it'll make your ads actionable. You can link the QR code to your online store, website, landing page, etc, and people can scan it to engage with your business.

## Bring your TV ads to life

TV ads continue to be the top advertising channel in terms of annual advertising spend. Though online media is on the rise, brands still trust the impact and engagement created by TV ads. And with [QR codes](#), you can take the engagement of your TV ads to another level. Brands can place a QR code on their TV ad to encourage viewers to take action. You can redirect users to your website, social media, landing page, etc. For example, Burger King launched a “QR Whopper” TV ad campaign during the pandemic. The ad included a QR code floating on the TV screen. Viewers could scan the QR code through the Burger King app to receive a discount coupon.

## Make your billboards actionable

Out-of-home (OOH) advertising like billboards and digital signage can boost your marketing efforts. They’re captivating, grab people’s attention, and increase brand awareness. Their only drawback is that they’re not actionable. QR codes bridge this gap. You can place a QR code on your billboard or digital signage and link it to your website or social media. People coming across the billboard can take action by scanning the QR code.

## Leverage bus stop advertising to the fullest

Bus stops, metro stations, and waiting areas in airports and railway stations are among the best spots to advertise your brand. Major brands like Nike, GoDaddy, and Chanel leverage bus stop advertisements to increase brand awareness. However, bus stops and metro stations have too many advertisements, so your ad could get lost in the crowd. With QR codes, you can make your ads stand out. QR codes give an appealing look to your ads while also making them actionable.

## Make your packaging smarter

Since [72%](#) of American consumers make purchasing decisions by looking at a product’s packaging, brands need to ensure their packaging is top-notch. QR codes enable smart product packaging. You can place a QR code on your product packaging to redirect users to your online store, discount coupon, email list, etc. You can also use QR codes to share in-depth product information and help customers make informed buying decisions.

## Final word

An advertising campaign is successful if it increases user engagement and sales. QR codes are one of the most effective user engagement tools, and if implemented correctly, they can help you generate more leads and sales. If you want to run successful QR code campaigns, start with selecting the right QR code platform. [QRCodeChimp](#) is the best choice for enterprises looking to create and manage their QR codes.