

# How to Create a QR Code



## WHY A QR CODE?

QR codes are the bridge between offline and online. They let someone scan a physical flyer, poster, or business card and instantly land on your website, menu, or booking page. Unlike a traditional barcode, a QR code can store a lot more information, works from any angle, and feels modern and professional.

## THINGS TO NOTE...

A QR code isn't just a link, it can also be a tracking tool if you set it up right. By creating unique links for each campaign (e.g., one for leaflets, another for posters), you can track exactly where your traffic is coming from. This data shows what marketing actually drives leads, so you're not just guessing what works.

## FREE ONLINE TOOLS

You don't need to be a tech wizard. QR codes can be generated in minutes using free online tools. Canva, Adobe Express, and plenty of dedicated QR code generators are available. In our video, we'll walk you through creating one in Adobe, but the process is simple across all platforms: paste your link, generate, download. Done.

## BRANDING YOUR CODE

A plain black-and-white QR code does the job, but a branded one does it better. Many tools let you change colours, add your logo in the middle, or round the edges for a softer look. Just don't go overboard, the design still needs to scan instantly. Think of it as making your code part of your brand identity, not just a random square on a page.

## BEST PRACTICES

Before rolling out your QR code everywhere, test it across different phones and apps. Make sure it scans quickly, even when printed small or viewed from a distance. Keep it a decent size on printed materials and leave enough blank space around it so nothing interferes with scanning. Always think user experience first.

## INTERNET IS REQUIRED

A QR code is only as useful as the signal behind it. If your audience is somewhere with poor mobile reception or patchy Wi-Fi, they won't be able to access what's behind the code. Always have a backup, printed leaflets, business cards or take their contact details.