



EZQR

How to Make a QR Code for a Marketing Campaign

1

Pick the campaign destination

A landing page, a promo, a video, or a social profile — wherever the print ad should drive people.

2

Create a dynamic QR code in EZQR

Dynamic so you can A/B test destinations, run a seasonal offer, and change the target after the ad is printed.

3

Use a separate code per placement

One code for the magazine ad, another for packaging, another for the billboard — so you can tell which drives scans.

4

Test each before launch

Scan every code on an iPhone and an Android before the run goes out.

5

Compare and optimize

Watch scans by time, country, and device across placements and shift budget to the winner — no reprinting to change the destination.

Make your own QR code → ezqr.ca/qr-codes-for-marketing



ezqr.ca/qr-codes-for-marketing

Scan the code or visit the URL to get started.