



MODULE 2: Digital content creation for farm business promotion

CONTENT 7: How to create a QR



What is a QR code?

QR code it's a square-shaped black-and-white symbol that is scanned with a smartphone or laser to learn more about a product or service. These encrypted squares can hold content, links, coupons, event details, and other information that users want to see.



Source: Freepik

Why use a QR code?

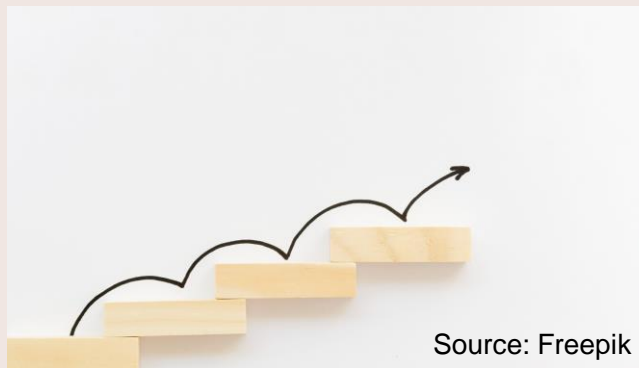
Through the use of QR codes, businesses can strengthen their connection with their target audience and increase engagement on social media. By incorporating QR codes into your marketing campaigns, you can provide a smooth user experience and make it easy for customers to access your online content.



Source: Freepik

5 steps to create your QR code

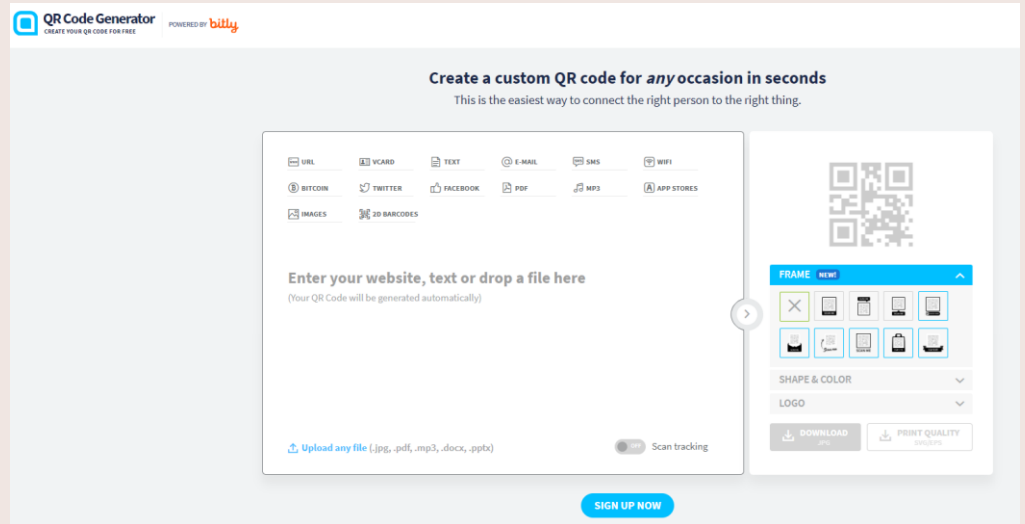
1. Access a QR code generator on any browser
2. Insert your URL into the generator
3. If applicable, customize your QR code
4. Download your QR code
5. Use your QR code for marketing and promotion



Source: Freepik

Step 1

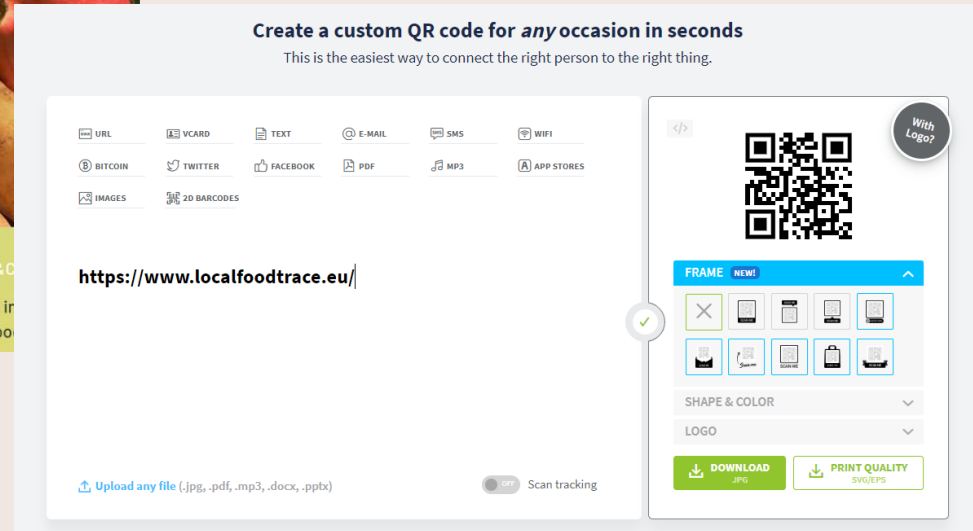
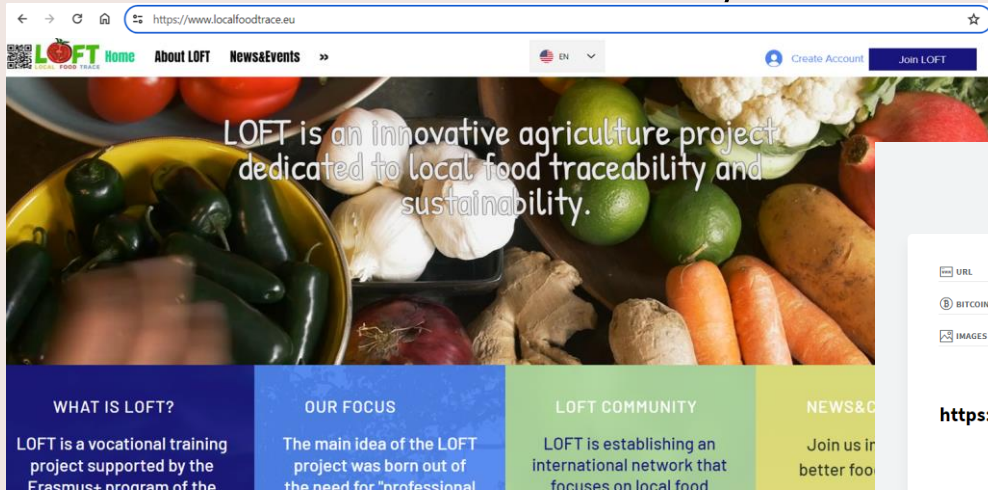
Access a QR code generator on any browser



Source: QR Code Generator

Step 2

Insert your URL into the generator

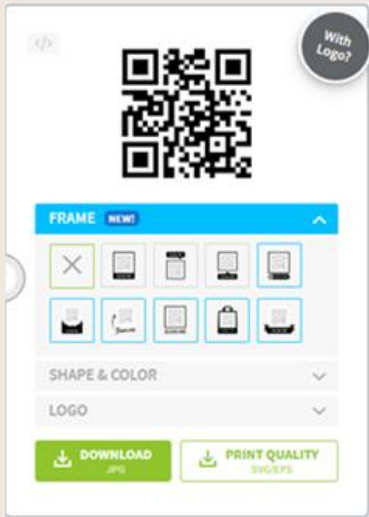


Source: QR Code Generator

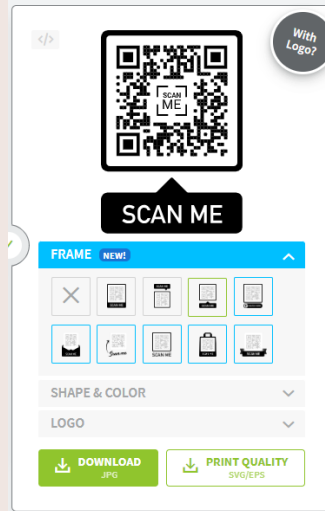
Step 3

If applicable, customize your QR code

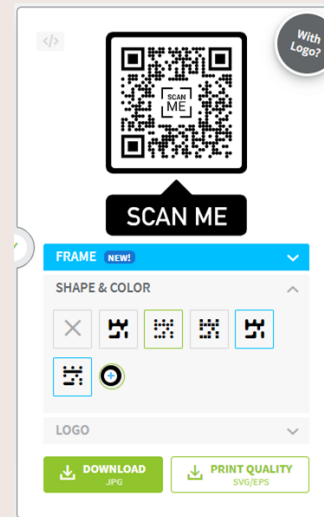
ORIGINAL



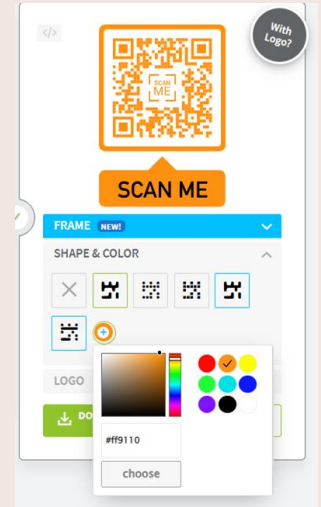
FRAME



SHAPE



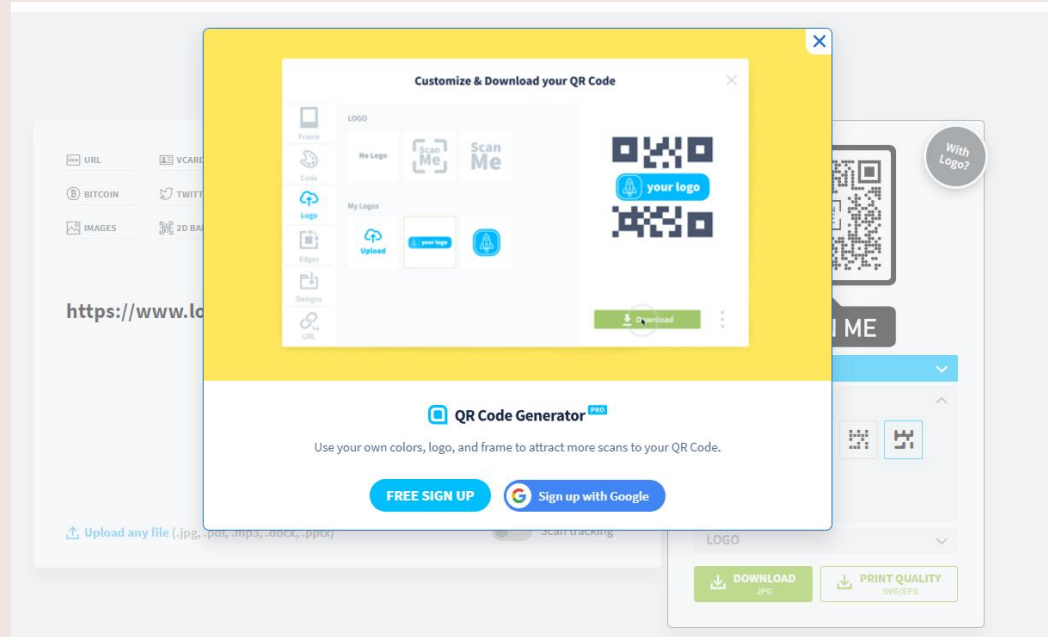
COLOR



Source: QR Code Generator

Step 4

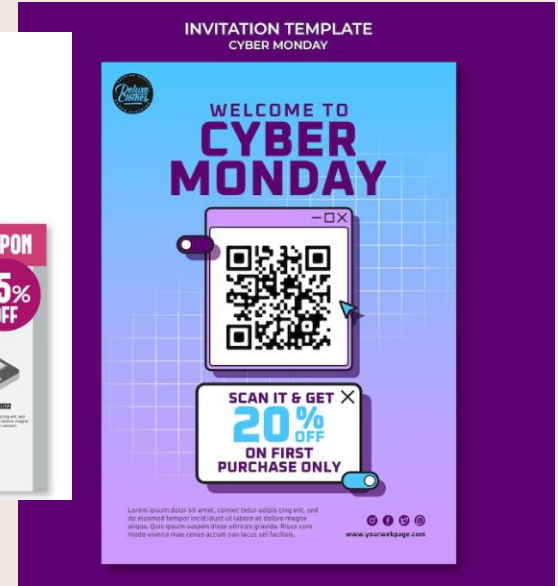
Download your QR code



Source: QR Code Generator

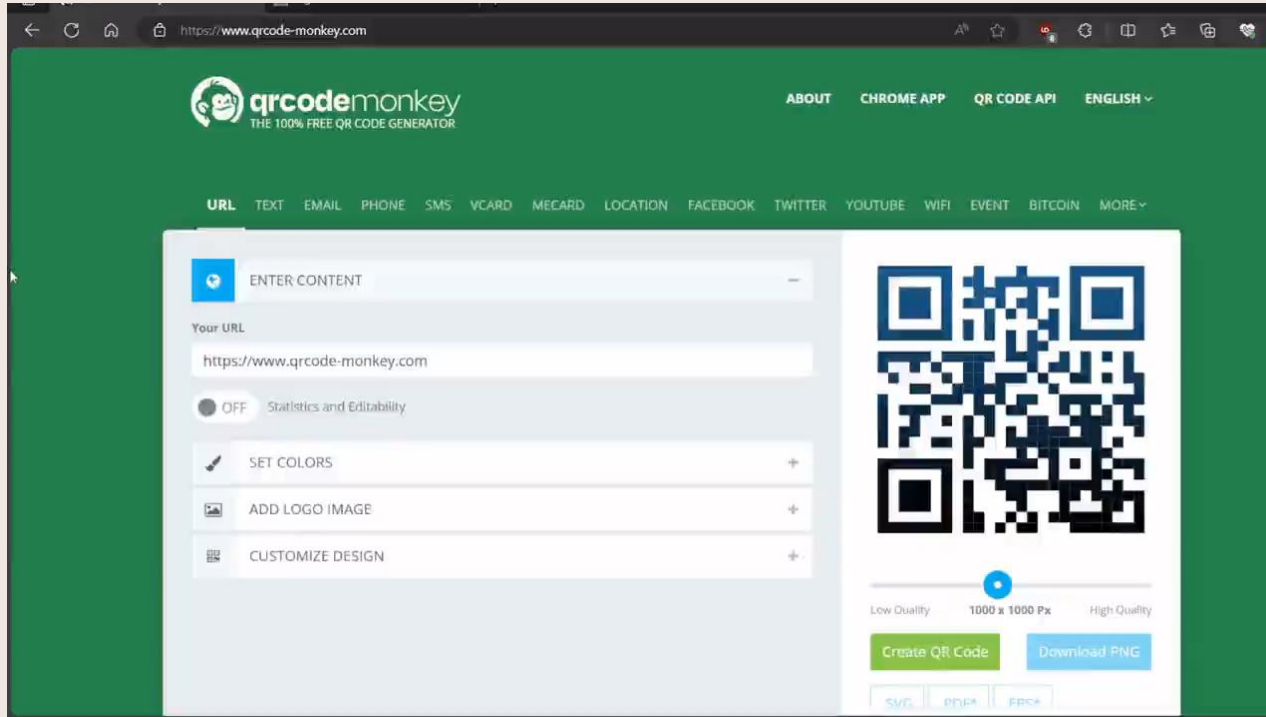
Step 5

Use your QR code for marketing and promotion



Source: Freepik

How to create a QR code with qrcodemonkey



EXERCISE:

Imagine having to create a brochure to promote your company. You want to connect your company website to the brochure. Create a QR code using a free online tool of your choice.

Useful links

- [How to make a QR code](#)
- [How to use a QR code for your marketing strategy](#)
- [QR Code Generator](#)
- [Qrcodemonkey](#)



References

CONTENTS

- [How to https://shorturl.at/DH7JC](https://shorturl.at/DH7JC)
- <https://shorturl.at/8a9SK>

IMAGES

- [Freepik](#)
- [QR Code Generator](#)

