

#qrchat

2011-05-22 to 2011-05-23
264 Twitter search results

32 contributors
124 retweets 122 @replies 18 links

Time	User	Tweet
2011-05-22 4:13 pm	aldsaur	RT @seanbell : #qrchat is Sunday at 7p CST (GMT -6) and we are getting back to basics. Don't miss it. Or the linkedin group: lnkd.in/BeXzgc
2011-05-22 4:13 pm	aldsaur	RT @seanbell : If you are looking for even more #qrchat goodness - join our flickr group: http://bit.ly/jOrH65 and post #qrcodes in the wild. :-)
2011-05-22 4:35 pm	DinoDinosaur1	RT @seanbell : #qrchat is Sunday at 7p CST (GMT -6) and we are getting back to basics. Don't miss it. Or the linkedin group: lnkd.in/BeXzgc
2011-05-22 11:47 pm	seanbell	#qrchat starts in 15 minutes! Are you ready? We are talking about: "The Basics: How to get started using #qrcodes."
2011-05-22 11:48 pm	aldsaur	@seanbell @truemc @mobile justin @gnosisarts FYI I am under tornado watch & may lose internet. #qrchat
2011-05-22 11:49 pm	aldsaur	RT @seanbell : #qrchat starts in 15 minutes! Are you ready? We are talking about: "The Basics: How to get started using #qrcodes."
2011-05-22 11:49 pm	seanbell	@aldsaur stay safe out there! #qrchat
2011-05-22 11:52 pm	houseofbrew	@aldsaur gotta tornado watch and hail here too :) #qrchat
2011-05-22 11:55 pm	aldsaur	@houseofbrew This is a massive storm!! From Dallas to Chicago! Twisters touched down around town last night #QRchat
2011-05-22 11:55 pm	DinoDinosaur1	RT @seanbell : #qrchat starts in 15 minutes! Are you ready? We are talking about: "The Basics: How to get started using #qrcodes."
2011-05-23 12:00 am	aldsaur	WooHoo! Howdy #qrchat folks, as long as I have internet here in the storm alley! #qrchat
2011-05-23 12:01 am	seanbell	#qrchat is live and online! Welcome to everyone! Stay safe if you are in the midst of those storms.
2011-05-23 12:02 am	seanbell	As we have been talking about over the week - lightly - we are getting back to basics tonight. #qrchat
2011-05-23 12:03 am	prosperitygal	RT @aldsaur : WooHoo! Howdy #qrchat folks, as long as I have internet here in the storm alley! #qrchat
2011-05-23 12:03 am	seanbell	To that end we have 4 questions we will be talking about related to #qrcodes and mobile campaigns. I am looking forward to it. #qrchat
2011-05-23 12:04 am	aldsaur	RT @seanbell : To that end we have 4 questions we will be talking about related to #qrcodes and mobile campaigns. I am looking forward to it. #qrchat
2011-05-23 12:05 am	seanbell	Q1: What are some of the best services you know for creating & managing #qrcodes? #qrchat
2011-05-23 12:06 am	seanbell	To start off - let's talk about the services that you find most valuable when you are crafting & managing a campaign. #qrchat
2011-05-23 12:06 am	aldsaur	RT @seanbell : To start off - let's talk about the services that you find

most valuable when you are crafting & managing a campaign.

#qrchat

2011-05-23 12:06 am [milesaustin](#) I like Budurl.pro, a URL shortener that also generates a QR Code and analytics for each code. **#qrchat**

2011-05-23 12:06 am [aldsaur](#) **#qrchat** lurkers and late folks, say hi!

2011-05-23 12:07 am [aldsaur](#) [@milesaustin](#) Hi Miles! Nice to see U on **#qrchat**

2011-05-23 12:07 am [aldsaur](#) RT [@milesaustin](#): I like Budurl.pro, a URL shortener that also generates a QR Code and analytics for each code. **#qrchat**

2011-05-23 12:07 am [pug](#) [@aldsaur](#) What's **#qrchat**? Is it the place to be?

2011-05-23 12:08 am [seanbell](#) Hi [@milesaustin](#) can you give us a few more details on the service itself. Costs, benefits, etc. **#qrchat**

2011-05-23 12:08 am [milesaustin](#) [@aldsaur](#) Thanks Allison. Want to support the effort and learn from some smart, creative people here on **#qrchat**

2011-05-23 12:08 am [aldsaur](#) [@pug](#) if you want to talk about #qrcodes Ask questions, learn stuff, teach stuff **#qrchat** is a good spot! Going on now!

2011-05-23 12:09 am [SocialMMMDiva](#) Hey there **#qrchat** tweeps! What's tonite's topic? **#qrchat**

2011-05-23 12:09 am [aldsaur](#) [@milesaustin](#) ThankU! **#qrchat**

2011-05-23 12:09 am [seanbell](#) For those interested in free tools - here is a good place to start: <http://bit.ly/izEgep> "10 free tools" **#qrchat**

2011-05-23 12:10 am [aldsaur](#) [@SocialMMMDiva](#) Howdy lady!! This is a back to basics chat. Q1 is what services do you like to use for QR **#qrchat**

2011-05-23 12:10 am [aldsaur](#) RT [@seanbell](#): For those interested in free tools - here is a good place to start: <http://bit.ly/izEgep> "10 free tools" **#qrchat**

2011-05-23 12:10 am [milesaustin](#) [@seanbell](#) BurURL.pro comes from your part of the country Sean, in Austin, TX Pricing is a sliding scale from \$24/month. **#qrchat**

2011-05-23 12:10 am [seanbell](#) [@SocialMMMDiva](#) Hi - Welcome. We are talking about getting started with #qrcodes and what services are available. **#qrchat**

2011-05-23 12:11 am [DecidedWorth](#) Hi to all - hope I can stay for the whole dalk tonight. **#qrchat**

2011-05-23 12:11 am [aldsaur](#) Nice! What kinda metrics? RT [@milesaustin](#): [@seanbell](#) BurURL.pro comes from Austin, TX Pricing is a sliding scale from \$24/month. **#qrchat**

2011-05-23 12:12 am [aldsaur](#) [@DecidedWorth](#) Hi there! good to see you on **#qrchat** Jump in & let us know what UR fav QR svc is!

2011-05-23 12:12 am [milesaustin](#) BudURL.pro also provides custom shortener options, Metrics include clicks, location, IP address, etc. **#qrchat**

2011-05-23 12:12 am [seanbell](#) [@andymeadows](#) is a great guy! He also has a company called [@44Doors](#) more analytics plus mobile optimized landing pages **#qrchat**

2011-05-23 12:12 am [pug](#) [@aldsaur](#) Ooooh, very cool. I'm in. **#qrchat** #qr

2011-05-23 12:12 am [annettepriest](#) RT [@seanbell](#): For those interested in free tools - here is a good place to start: <http://bit.ly/izEgep> "10 free tools" **#qrchat**

2011-05-23 12:12 am [aldsaur](#) [@milesaustin](#) What do you think a paid svc like BudURL.pro provides vs free QR svc? **#qrchat**

2011-05-23 12:13 am [DecidedWorth](#) We actually built our own ... couldn't find a service that did what we wanted ... **#qrchat**

2011-05-23 12:13 am [seanbell](#) [@DecidedWorth](#) are you planning to sell the service now? What features were missing that you needed to build from scratch? **#qrchat**

2011-05-23 12:14 am [milesaustin](#) Agreed about Andy and his entire team. RT [@seanbell](#) [@andymeadows](#) [@44Doors](#) You even get a mini-site capability with BudURL.pro! **#qrchat**

2011-05-23 12:14 am [truemc](#) Just got checked-in to KC hotel, got on internet and made it to **#QRchat** Hey everyone!

2011-05-23 12:14 am [aldsaur](#) I wanna hear that 2! RT [@seanbell](#): [@DecidedWorth](#) RU planning to sell svc ? What features were missing that U tbuilt? **#qrchat**

2011-05-23 12:15 am [seanbell](#) Q2: How do "sell" a #qrcode campaign to a new client? What makes for a compelling pitch? **#qrchat**

2011-05-23 12:15 am [aldsaur](#) Woohoo [@truemc](#) is in the house!! **#QRChat**

2011-05-23 12:15 am [ScottMTownsend](#) Checking in to **#Qrchat**

2011-05-23 12:15 am [milesaustin](#) [@aldsaur](#) Free vs. Paid- You get an entire package of tracking, mini-site creation, shortening and I really like the Custom URL's **#qrchat**

2011-05-23 12:15 am [roblehk](#) Pretty interesting! RT [@milesaustin](#) I like Budurl.pro, a URL shortener that also generates a QR Code and analytics for each code. **#qrchat**

2011-05-23 12:15 am [seanbell](#) [@ScottMTownsend](#) Hi - Welcome to **#qrchat**

2011-05-23 12:15 am [DaveChomitz](#) [@seanbell](#) we came out of real estate and mortgage finance - couldn't find anything we felt functioned for us. **#qrchat**

2011-05-23 12:16 am [roblehk](#) RT [@milesaustin](#): BudURL.pro also provides custom shortener options, Metrics include clicks, location, IP address, etc. **#qrchat**

2011-05-23 12:16 am [milesaustin](#) Welcome Stephanie! RT [@truemc](#): Just got checked-in to KC hotel, got on internet and made it to **#QRchat** Hey everyone! **#qrchat**

2011-05-23 12:16 am [Milaspage](#) RT [@seanbell](#): A2: tell them its dynamic, they can alter the page it points to as needed- cuts costs, keeps it fresh **#qrchat**

2011-05-23 12:16 am [aldsaur](#) Hi!! [@seanbell](#) kicked us off with ? abt folks fav QR svc What do U use? RT [@ScottMTownsend](#): Checking in to **#Qrchat**

2011-05-23 12:16 am [seanbell](#) [@DaveChomitz](#) In what way? Were you producing lots of #qrcodes? Needed other analytics? **#qrchat**

2011-05-23 12:16 am [aldsaur](#) RT [@seanbell](#): Q2: How do "sell" a #qrcode campaign to a new client? What makes for a compelling pitch? **#qrchat**

2011-05-23 12:16 am [truemc](#) For a free sevice, I am enjoying checking out BitQR.com - lot's of capabilities that usually cost \$\$! **#qrchat**

2011-05-23 12:17 am [ScottMTownsend](#) When selling the QRCode campaign, who owns the QRCode, the customer or the agency? **#qrchat**

2011-05-23 12:17 am [QRscotland](#) Hello **#QRchat** friends

2011-05-23 12:17 am [seanbell](#) [@Milaspage](#) Hi - welcome. Which part do your clients seem to engage with most - cost or portability? **#qrchat**

2011-05-23 12:18 am [seanbell](#) [@QRscotland](#) Hi - welcome! **#qrchat**

2011-05-23 12:18 am [aldsaur](#) Interesting question! RT [@ScottMTownsend](#): When selling QRCode campaign, who owns the QRCode, the customer or agency? **#qrchat**

2011-05-23 12:18 am [milesaustin](#) I vote customer. You? RT [@ScottMTownsend](#): When selling the QRCode campaign, who owns the QRCode, the customer or the agency? **#qrchat**

2011-05-23 12:18 am [seanbell](#) RT [@ScottMTownsend](#): When selling the QRCode campaign, who owns the QRCode, the customer or the agency? **#qrchat**

2011-05-23 12:19 am [DaveChomitz](#) [@seanbell](#) problem wasn't volume /analytics - it was functionality, we wanted to reuse and redirect codes to reduce printing costs.**#qrchat**

2011-05-23 12:19 am [DaveChomitz](#) RT [@aldsaur](#): Interesting question! RT [@ScottMTownsend](#): When selling QRCode campaign, who owns the QRCode, the customer or agency? **#qrchat**

2011-05-23 12:19 am [seanbell](#) [@ScottMTownsend](#) I would say it depends on whether you want to be in the business of managing codes. **#qrchat**

2011-05-23 12:19 am [truemc](#) Interesting question! RT [@ScottMTownsend](#): When selling the QRCode campaign, who owns the QRCode, the customer or the agency? **#qrchat**

2011-05-23 12:19 am [mixmobi](#) Whoever owns the URL owns the QR RT [@ScottMTownsend](#) When selling the QRCode campaign, who owns QRCode, customer or agency? **#qrchat**

2011-05-23 12:19 am [milesaustin](#) [@ScottMTownsend](#) Isn't that like asking who owns the URL, the customer or the agency? **#qrchat**

2011-05-23 12:20 am [aldsaur](#) RT [@mixmobi](#): Whoever owns the URL owns the QR RT [@ScottMTownsend](#) When selling QRCode campaign, who owns QRCode, customer or agency? **#qrchat**

2011-05-23 12:20 am [seanbell](#) [@ScottMTownsend](#) I prefer to just give them to the customer. It is cleaner that way. **#qrchat**

2011-05-23 12:20 am [DaveChomitz](#) [@milesaustin](#) [@seanbell](#) Who ever Hosts the URL owns the code **#qrchat**

2011-05-23 12:20 am [DanGordon](#) [@ScottMTownsend](#) that is a great question, taking even 1 step further... the QR Code generator service? **#qrchat**

2011-05-23 12:20 am [aldsaur](#) Awesome! RT [@DaveChomitz](#): [@seanbell](#) problem was ... we wanted to reuse and redirect codes to reduce printing costs.**#qrchat**

2011-05-23 12:20 am [milesaustin](#) RT [@DaveChomitz](#): [@milesaustin](#) [@seanbell](#) Who ever Hosts the URL owns the code **#qrchat**

2011-05-23 12:21 am [ScottMTownsend](#) Sales pitch: Qrcodes = hyperlinks for printed materials. **#qrchat**

2011-05-23 12:21 am [seanbell](#) [@DaveChomitz](#) One of the best benefits. There are some services out there that allow that now. **#qrchat**

2011-05-23 12:21 am [truemc](#) [@QRscotland](#) Welcome back to **#QRchat** how is your QR code project going?

2011-05-23 12:22 am [DaveChomitz](#) [@seanbell](#) Yes now - when we started we couldn't find them - had to do it ourselves **#qrchat**

2011-05-23 12:22 am [truemc](#) RT [@DaveChomitz](#): [@milesaustin](#) [@seanbell](#) Who ever Hosts the URL owns the code **#qrchat** #qrcode

2011-05-23 12:22 am [mobile_justin](#) RT [@aldsaur](#): RT [@mixmobi](#): Whoever owns the URL owns the QR RT [@ScottMTownsend](#) When selling QRCode campaign, who owns QRCode, customer or agency? **#qrchat**

2011-05-23 12:22 am [seanbell](#) [@milesaustin](#) [@ScottMTownsend](#) it's an interesting problem - no? The IP is valuable but without the service supporting you get ZERO. **#qrchat**

2011-05-23 12:23 am [SocialMMMDiva](#) Sorry I stepped away packing china cabinet what was the response to Q2? **#qrchat**

2011-05-23 12:23 am [seanbell](#) [@DaveChomitz](#) So you all must have been doing this for a bit. When did you get started? What motivated it? **#qrchat**

2011-05-23 12:23 am [milesaustin](#) [@DaveChomitz](#) By the way, you have one of my fav bio lines: "...a great guy to have a beer with." **#qrchat**

2011-05-23 12:23 am [QRscotland](#) [@truemc](#) it's going OK, individual businesses have got behind it, but town yet to find impetus **#QRchat**

2011-05-23 12:23 am [truemc](#) Read fine print! RT [@DanGordon](#): [@ScottMTownsend](#) that's a great question,taking even 1 step further... the QR Code generator service? **#qrchat**

2011-05-23 12:24 am [aldsaur](#) [@SocialMMMDiva](#) I will try to go back and RT answers :-) **#qrchat**

2011-05-23 12:24 am [DaveChomitz](#) [@milesaustin](#) Thanks ...if you're every up this way **#qrchat**

2011-05-23 12:24 am [aldsaur](#) A2 RT [@ScottMTownsend](#): Sales pitch: Qrcodes = hyperlinks for

printed materials. **#qrchat**

2011-05-23 12:24 am [seanbell](#) [@andymeadows](#) my pleasure sir. **#qrchat**

2011-05-23 12:24 am [SocialMMMDiva](#) [@aldsaur](#) [@SocialMMMDiva](#) Thanks you're a doll! **#qrchat**

2011-05-23 12:24 am [44doors](#) [@milesaustin](#) [@seanbell](#) Thanks guys! We need to jump in on the **#QRchat** soon! So appreciate the shout-out!!

2011-05-23 12:25 am [aldsaur](#) RT [@Milaspage](#): RT [@seanbell](#): A2: tell them its dynamic, they can alter the page it points to as needed- cuts costs, keeps it fresh **#qrchat**

2011-05-23 12:25 am [ScottMTownsend](#) [@DanGordon](#) well, they generated it, but no one else can change where it points but you **#qrchat**

2011-05-23 12:25 am [seanbell](#) [@44Doors](#) We'd love to have you! Let's chat about you guys running us through a case study or two sometime. **#qrchat**

2011-05-23 12:25 am [joemsie](#) RT [@QRscotland](#): Hello **#QRchat** friends <right back atcha

2011-05-23 12:25 am [aldsaur](#) Hitting it again: RT [@seanbell](#): Q2: How do "sell" a #qrcode campaign to a new client? What makes for a compelling pitch? **#qrchat**

2011-05-23 12:25 am [QRscotland](#) Doesn't Denso Wave own the code, but licences it for use by third parties, ie agents and users? **#qrchat**

2011-05-23 12:26 am [milesaustin](#) My favorite definition: "2D barcodes are to mobile what the URL was to the Internet" - via John Puterbaugh/CEO of Nellymoser **#qrchat**

2011-05-23 12:26 am [seanbell](#) [@QRscotland](#) Denso owns the patent. But the codes are owned by the services that generate the links and the actual code. **#qrchat**

2011-05-23 12:26 am [milesaustin](#) [@44doors](#) We will be waiting for you! **#qrchat**

2011-05-23 12:26 am [aldsaur](#) THX 4 update! RT [@QRscotland](#): [@truemc](#) Going OK, individual businesses got behind it, but town yet2 find impetus **#QRchat**

2011-05-23 12:26 am [44doors](#) [@seanbell](#) That would be great! Let's chat soon about a schedule! Looking forward to it! **#qrchat**

2011-05-23 12:27 am [truemc](#) RT [@milesaustin](#): My favorite def: "2D barcodes are to mobile what the URL was to the Internet" - via John Puterbaugh, Nellymoser **#qrchat**

2011-05-23 12:27 am [seanbell](#) [@QRscotland](#) Which they do not enforce. The space is pretty wide open for innovation because of it. **#qrchat**

2011-05-23 12:27 am [aldsaur](#) RT [@milesaustin](#): My favorite definition: "2D barcodes R2mobile what URL was 2 Internet" - via John Puterbaugh/CEO of Nellymoser **#qrchat**

2011-05-23 12:27 am [mobile_justin](#) RT [@truemc](#): RT [@milesaustin](#): My favorite def: "2D barcodes are to mobile what the URL was to the Internet" - via John Puterbaugh, Nellymoser **#qrchat**

2011-05-23 12:27 am [milesaustin](#) RT [@seanbell](#): [@QRscotland](#) Denso owns the patent. But the codes are owned by the services that generate the links & the actual code. **#qrchat**

2011-05-23 12:28 am [DaveChomitz](#) [@seanbell](#) We started last October - just saw tremendous potential but poor (we thought) deployment. **#qrchat**

2011-05-23 12:28 am [DinoDinosaur1](#) RT [@seanbell](#): For those interested in free tools - here is a good place to start: <http://bit.ly/izEgep> "10 free tools" **#qrchat**

2011-05-23 12:28 am [ScottMTownsend](#) Sales pitch: QRcodes are a great way to do product demos without tying up product or sales people **#qrchat**

2011-05-23 12:28 am [QRscotland](#) [@seanbell](#) Is it possible they could suddently enforce it? **#qrchat**

2011-05-23 12:28 am [seanbell](#) [@DaveChomitz](#) I see such a broad spectrum - even now - it's like the wild west out here still. **#qrchat**

2011-05-23 12:29 am [mobile_justin](#) Great point RT [@ScottMTownsend](#) Sales pitch: QRcodes are a

great way to do product demos without tying up product or sales people **#qrchat**

- 2011-05-23 12:29 am [Milaspage](#) I think it depends on business& what they promote/why. Smaller budget firms can benefit from simple ads(no color etc) RT [@seanbell](#) **#qrchat**
- 2011-05-23 12:29 am [DaveChomitz](#) RT [@seanbell](#): [@DaveChomitz](#) I see such a broad spectrum - even now - it's like the wild west out here still. **#qrchat** <agreed>
- 2011-05-23 12:29 am [milesaustin](#) [@DaveChomitz](#) Quickest way to fail with QR codes is to route to a non-mobile-optimized site. **#qrchat**
- 2011-05-23 12:29 am [seanbell](#) [@QRscotland](#) No - they have had the patent unenforced for over 15 years. They have said they will never enforce it. **#qrchat**
- 2011-05-23 12:30 am [DaveChomitz](#) RT [@milesaustin](#): [@DaveChomitz](#) Quickest way to fail with QR codes is to route to a non-mobile-optimized site. **#qrchat** <True that>
- 2011-05-23 12:30 am [truemc](#) Amen! RT [@milesaustin](#): [@DaveChomitz](#) Quickest way to fail with QR codes is to route to a non-mobile-optimized site. **#qrchat**
- 2011-05-23 12:30 am [seanbell](#) Q3: How do prove value for yourself/clients when using #qrcodes? What is or isn't missing from current analytics? **#qrchat**
- 2011-05-23 12:30 am [SocialMMMDiva](#) Question I recently aborted a qrcode campaign at customers request becuз BB testing failed. How do others handle issues like that? **#qrchat**
- 2011-05-23 12:30 am [Milaspage](#) However,they may have to invest more in the web/tech side if they aren't set up for updates/changes.Cost may increase. RT [@seanbell](#) **#qrchat**
- 2011-05-23 12:31 am [ScottMTownsend](#) Sales pitch: QRcodes provide the extra, instant info we are so used to being able to access on the computer. **#qrchat**
- 2011-05-23 12:31 am [Milaspage](#) Long term, the investment is well worth it as the foundation will be set for versatility RT [@seanbell](#) **#qrchat**
- 2011-05-23 12:31 am [seanbell](#) [@SocialMMMDiva](#) If you didn't turn the codes off - that campaign is still live. That presents some interesting challenges. **#qrchat**
- 2011-05-23 12:31 am [footenotes](#) If you "own" the URL, you can redirect QR to a new analytics provider once it's printed. So there is no QR "ownership" **#qrchat**
- 2011-05-23 12:31 am [milesaustin](#) A#: Sean, one of my favorites is the reporting on mobile vs. Desktop, and 2nd fav is what type of mobile device stopped by. You? **#qrchat**
- 2011-05-23 12:32 am [truemc](#) [@SocialMMMDiva](#) Was the QRcode just a part of a campaign that was then deleted? **#qrchat**
- 2011-05-23 12:32 am [seanbell](#) RT [@milesaustin](#): A#: One of my favorites is the reporting on mobile vs. Desktop, 2nd is what type of mobile device stopped by. You? **#qrchat**
- 2011-05-23 12:32 am [DaveChomitz](#) [@seanbell](#) I question the validity of analytics, are they worth the effort ?**#qrchat**
- 2011-05-23 12:32 am [milesaustin](#) RT [@footenotes](#): If you "own" the URL, you can redirect QR to new analytics provider once printed. So there's no QR "ownership" **#qrchat**
- 2011-05-23 12:32 am [truemc](#) RT [@footenotes](#): If you "own" the URL, you can redirect QR to new analytics provider once it's printed. So there is no QR "ownership" **#qrchat**
- 2011-05-23 12:33 am [Milaspage](#) Very interesting. Tech has to be up to par to run things well RT [@seanbell](#) [@SocialMMMDiva](#) That presents some interesting challenges. **#qrchat**
- 2011-05-23 12:33 am [seanbell](#) [@milesaustin](#) I like to show: Direct correlation to time, location,

2011-05-23 12:33 am [truemc](#) handsets. Then try and tie that to further TOS for web. **#qrchat**
RT [@ScottMTownsend](#): Sales pitch: QRcodes provide the extra, instant info we are so used to being able to access on the computer. **#qrchat**

2011-05-23 12:34 am [milesaustin](#) [@DaveChomitz](#) [@seanbell](#) Analytics can be the key to winning new business when competing with someone who isn't using QR. **#qrchat**

2011-05-23 12:34 am [SocialMMMDiva](#) [@seanbell](#) codes were turned off & removed from marketing efforts [@truemc](#) it was a portion of a social mobile campaign **#qrchat**

2011-05-23 12:34 am [seanbell](#) [@milesaustin](#) For me it is about trying to show deeper brand engagement and put actual numbers against printed material. **#qrchat**

2011-05-23 12:34 am [QRscotland](#) RT [@truemc](#) RT [@milesaustin](#): [@DaveChomitz](#) Quickest way to fail with QR codes is to route to a non-mobile-optimized site. **#qrchat**

2011-05-23 12:34 am [milesaustin](#) RT [@seanbell](#): [@milesaustin](#) I like to show: Direct correlation to time, location, handsets. Then try & tie that further TOS for web. **#qrchat**

2011-05-23 12:35 am [seanbell](#) [@DaveChomitz](#) Some of the analytics are very good. [@44Doors](#) has a real-time engine. It was very useful when we ran our #qrcode game. **#qrchat**

2011-05-23 12:35 am [aldsaur](#) RT [@milesaustin](#): [@DaveChomitz](#) [@seanbell](#) Analytics canB key2 winning new business when competing w/ someone who isnt using QR. **#qrchat**

2011-05-23 12:35 am [QRscotland](#) [@SocialMMMDiva](#) Was BB tested before campaign started? **#qrchat**

2011-05-23 12:36 am [DaveChomitz](#) RT [@milesaustin](#): [@DaveChomitz](#) [@seanbell](#) Analytics can be the key to winning new business **#qrchat** <YES, we measure results on landing page>

2011-05-23 12:36 am [truemc](#) [@SocialMMMDiva](#) Ashamed! the QR Codes may have reached an untapped audience! **#qrchat**

2011-05-23 12:36 am [seanbell](#) [@milesaustin](#) [@DaveChomitz](#) Agreed. I think it is a cost of admission as well. Too much snake oil getting sold otherwise. **#qrchat**

2011-05-23 12:36 am [truemc](#) RT [@aldsaur](#): RT [@milesaustin](#): [@DaveChomitz](#) Analytics canB key2 winning new business when competing w/ someone who isnt using QR. **#qrchat**

2011-05-23 12:38 am [seanbell](#) [@Milaspage](#) It's true. The tech in this space is a critical factor for success. A lot of it is still half baked. **#qrchat**

2011-05-23 12:38 am [milesaustin](#) If you have a product/service that I would like to access when mobile, QR Code is a natural. Mobile & QR are connected at hip **#qrchat**

2011-05-23 12:38 am [truemc](#) Interesting! RT [@scanlife](#): WSJ: Businesses see strong results from QR Codes <http://bit.ly/laAZNd> **#qrchat**

2011-05-23 12:39 am [roblehk](#) RT [@milesaustin](#): If you have a product/service that I would like to access when mobile, QR Code is a natural. Mobile & QR are connected at hip **#qrchat**

2011-05-23 12:39 am [SocialMMMDiva](#) [@QRscotland](#) qrcodes were pulled frm campaign becuz BB didnt test well..sad..we were gonna use wikipikit nu svc 2 order tix via qr **#qrchat**

2011-05-23 12:39 am [truemc](#) RT [@milesaustin](#): If U have a product/service that I wld lk 2 access when mobile, QR Code is a natural Mobile & QR R connected at hip **#qrchat**

2011-05-23 12:40 am [milesaustin](#) Scanlife good data! RT [@truemc](#): Interesting! RT [@scanlife](#): WSJ: Businesses see strong results from QR Codes <http://bit.ly/laAZNd> **#qrchat**

2011-05-23 12:40 am [seanbell](#) #qrcodes are really just the bridge to get us from the real to the virtual. There are lot's of opportunities for smart marketing. **#qrchat**

2011-05-23 12:40 am [ScottMTownsend](#) RT [@truemc](#) Interesting! RT [@scanlife](#): WSJ: Businesses see strong results from QR Codes <http://bit.ly/laAZNd> **#qrchat**

2011-05-23 12:40 am [seanbell](#) RT [@truemc](#): Interesting! RT [@scanlife](#): WSJ: Businesses see strong results from QR Codes <http://bit.ly/laAZNd> **#qrchat**

2011-05-23 12:40 am [SocialMMMDiva](#) [@truemc](#) [@SocialMMMDiva](#) Right Stephanie my thoughts exactly a whole new market! **#qrchat**

2011-05-23 12:41 am [aldsaur](#) RT [@seanbell](#): #qrcodes are really just the bridge to get us from the real to the virtual. There are lot's of opportunities for smart marketing. **#qrchat**

2011-05-23 12:41 am [truemc](#) RT [@seanbell](#): #qrcodes are the bridge to get us from the real to the virtual. There are lot's of opportunities for smart marketing. **#qrchat**

2011-05-23 12:41 am [aldsaur](#) RT [@milesaustin](#): Scanlife good data! RT [@truemc](#): Interesting! RT [@scanlife](#): WSJ: Businesses see strong results from QR Codes <http://bit.ly/laAZNd> **#qrchat**

2011-05-23 12:41 am [QRmedia](#) #qrcodes are the bridge to get us from the real to the virtual. There are lot's of opportunities for smart marketing. **#qrchat** via [@seanbell](#):

2011-05-23 12:42 am [aldsaur](#) GRT stuff going on on **#qrchat** right now! Hope this second round of twister/hail/lightening storm doesn't cut off internet!

2011-05-23 12:43 am [milesaustin](#) My daily QR/Mobile newsletter might be helpful/interesting: <http://ftf.sh/tj7y> **#qrchat**

2011-05-23 12:43 am [QRscotland](#) [@SocialMMMDiva](#) We have had problems with BB and Windows Mobile **#qrchat**

2011-05-23 12:43 am [seanbell](#) [@QRscotland](#) Can you elaborate a bit for us? What specifically has been the challenge? **#qrchat**

2011-05-23 12:44 am [DaveChomitz](#) RT [@seanbell](#): #qrcodes are really just the bridge ... **#qrchat**

2011-05-23 12:44 am [DinoDinosaur1](#) <--Agreed ~ that's why our focus is count the people cross :) **#qrchat**

2011-05-23 12:44 am [DinoDinosaur1](#) RT [@aldsaur](#): RT [@milesaustin](#): My favorite definition: "2D barcodes R2mobile what URL was 2 Internet" - via John Puterbaugh/CEO of Nellymoser **#qrchat**

2011-05-23 12:45 am [seanbell](#) Q4: What current challenges are you facing in putting together an amazing #qrcode campaign? **#qrchat**

2011-05-23 12:45 am [truemc](#) [@aldsaur](#) where are you? Flew around significant weather heading into KCI this afternoon! **#qrchat** hopes you & your internet aren't affected

2011-05-23 12:45 am [seanbell](#) That's the last question for the night. We have about 15 minutes left in **#qrchat** tonight.

2011-05-23 12:45 am [DaveChomitz](#) Q4 - Public Awareness . **#qrchat**

2011-05-23 12:46 am [aldsaur](#) [@truemc](#) Southern Oklahoma. Tornado alley. **#qrchat**

2011-05-23 12:46 am [seanbell](#) [@QRscotland](#) I keep hoping that windows 7 phones and BB just quietly disappear ,-) **#qrchat**

2011-05-23 12:46 am [milesaustin](#) A4: There are those that are pooh-pooh'ing QR codes to be a waste of time, and customers read that and hesitate. **#qrchat**

2011-05-23 12:47 am [seanbell](#) [@milesaustin](#) right. It didn't help that Google said the future was NFC. What do you all think about that? **#qrchat**

2011-05-23 12:47 am [SocialMMMDiva](#) [@seanbell](#) [@QRscotland](#) lol it BB & windows 7 phones disappearing sure would have helped my campaign last week! **#qrchat**

2011-05-23 12:48 am [truemc](#) Your thoughts on QR Codes in email. Just had interesting conversation with someone who thought it useless! Many reasons 4

2011-05-23 12:48 am [QRscotland](#) QR codes! **#qrchat**

2011-05-23 12:48 am [DaveChomitz](#) [@seanbell](#) Ha, yeah me too ;-) **#qrchat**

2011-05-23 12:48 am [milesaustin](#) [@seanbell](#) [@milesaustin](#) Google can't ake \$\$\$ on QR's . **#qrchat**

2011-05-23 12:48 am [truemc](#) [@seanbell](#) NFC, QR Codes, AR and all the rest all have a place and a role. Each serves a bit different need IMO. **#qrchat**

2011-05-23 12:48 am [truemc](#) Above all else, stay safe! RT [@aldsaur](#): [@truemc](#) Southern Oklahoma. Tornado alley. **#qrchat**

2011-05-23 12:49 am [QRscotland](#) [@truemc](#) Do people really prefer typing URLs on a 3" keyboard? **#qrchat**

2011-05-23 12:49 am [SocialMMMDiva](#) [@truemc](#) [@aldsaur](#) Yes stay safe! **#qrchat**

2011-05-23 12:49 am [milesaustin](#) Great point & they knew no one else was ready. RT [@DaveChomitz](#): [@seanbell](#) [@milesaustin](#) Google cant ake \$\$\$ on QRs . **#qrchat**

2011-05-23 12:49 am [milesaustin](#) RT [@QRscotland](#): [@truemc](#) Do people really prefer typing URLs on a 3" keyboard? **#qrchat**

2011-05-23 12:49 am [truemc](#) a chuckle was just heard! RT [@seanbell](#): [@QRscotland](#) I keep hoping that windows 7 phones and BB just quietly disappear ;-) **#qrchat**

2011-05-23 12:49 am [seanbell](#) [@milesaustin](#) Agreed. There is no "perfect" solution. **#qrchat**

2011-05-23 12:50 am [QRscotland](#) Agree > RT [@milesaustin](#): [@seanbell](#) NFC, QR Codes, AR and all the rest all have a place and a role. Each serves different need IMO. **#qrchat**

2011-05-23 12:50 am [seanbell](#) [@roblehk](#) NFC = Near Field Communication. It is kind of like an rfid signal or low frequency radio wave. **#qrchat**

2011-05-23 12:51 am [seanbell](#) We have 8 minutes left folks. What have we missed that needs to be discussed tonight? **#qrchat**

2011-05-23 12:52 am [seanbell](#) By the way - we have a shiny new group on linkedin: <http://linkd.in/j6Oo5Y> please come join. **#qrchat**

2011-05-23 12:52 am [DaveChomitz](#) How do we encourage people to engage ? **#qrchat**

2011-05-23 12:52 am [aldsaur](#) RT [@seanbell](#): By the way - we have a shiny new group on linkedin: <http://linkd.in/j6Oo5Y> please come join. **#qrchat**

2011-05-23 12:53 am [aldsaur](#) compelling content RT [@DaveChomitz](#): How do we encourage people to engage ? **#qrchat**

2011-05-23 12:53 am [seanbell](#) [@DaveChomitz](#) Engagement is about filling a need. Whether that is for fun or solving a problem. Generic in 140c. **#qrchat**

2011-05-23 12:53 am [jen_bonnett](#) [@truemc](#) thought of you last night, there was avqr code on the pizza box from Edgewood Pizza! **#QRchat**

2011-05-23 12:54 am [seanbell](#) [@jen_bonnett](#) Where did the code take you? Did you try it? **#qrchat**

2011-05-23 12:54 am [seanbell](#) We also have a nifty flickr group so you can post images of #qrcodes in the wild: <http://bit.ly/jOrH65> **#qrchat**

2011-05-23 12:54 am [mobile_justin](#) +999 RT [@truemc](#) Amen! RT [@milesaustin](#): [@DaveChomitz](#) Quickest way to fail with QR codes is to route to a non-mobile-optimized site. **#qrchat**

2011-05-23 12:55 am [SocialMMMDiva](#) RT [@seanbell](#): [@DaveChomitz](#) Engagement is about filling a need. Whether that is for fun or solving a problem. Generic in 140c. **#qrchat**

2011-05-23 12:55 am [DaveChomitz](#) [@seanbell](#) Filling a need, or the promise of reward ?? What has worked for people ? **#qrchat**

2011-05-23 12:55 am [milesaustin](#) Keep an eye on all your mail this week & share how many & how well executed they were on next weeks **#qrchat**

2011-05-23 12:55 am [mobile_justin](#) Cross-platform Experiences RT [@aldsaur](#) compelling content RT [@DaveChomitz](#): How do we encourage people to engage ? **#qrchat**

2011-05-23 12:55 am [seanbell](#) [@DaveChomitz](#) The needs have been winning for me lately. And the

curiosity ,-) **#qrchat**

2011-05-23 12:55 am [SocialMMMDiva](#) Great idea!RT [@milesaustin](#): Keep an eye on all your mail this week & share how many & how well executed they were on next weeks **#qrchat**

2011-05-23 12:56 am [aldsaur](#) GRT Question on how to get QR engagement! RT [@DaveChomitz](#): [@seanbell](#) Filling a need, or promise of reward? What has worked 4 ppl ? **#qrchat**

2011-05-23 12:56 am [aldsaur](#) RT [@seanbell](#): [@DaveChomitz](#) The needs have been winning for me lately. And the curiosity ,-) **#qrchat**

2011-05-23 12:57 am [DaveChomitz](#) [@seanbell](#) Thanks for the insight **#qrchat**

2011-05-23 12:57 am [seanbell](#) We are getting close to wrapping up for the night. Thank you all for another great **#qrchat**

2011-05-23 12:58 am [aldsaur](#) RT [@SocialMMMDiva](#): Great idea!RT [@milesaustin](#): Keep eye on UR mail this wk & share how many & how well executed ... on next wks **#qrchat**

2011-05-23 12:58 am [seanbell](#) Please come check out the linkedin and flickr groups. So we can continue the conversation and tell your networks about **#qrchat**

2011-05-23 12:58 am [truemc](#) Google couldn't figure out how to own QR codes, perhaps they can "own" NFC and take those transaction fees to the bank! **#qrchat**

2011-05-23 12:58 am [CortonaFriends](#) Google couldn't figure out how to own QR codes, perhaps they can "own" NFC and take those transaction fees to the bank! **#qrchat**

2011-05-23 12:59 am [NicholasLoise](#) RT [@truemc](#): Google couldn't figure out how to own QR codes, perhaps they can "own" NFC and take those transaction fees to the bank! **#qrchat**

2011-05-23 12:59 am [milesaustin](#) RT [@truemc](#): Google couldnt figure out how to own QR codes, perhaps they can "own" NFC and take those transaction fees to the bank! **#qrchat**

2011-05-23 12:59 am [DaveChomitz](#) RT [@truemc](#): Google can't own QR codes, perhaps they can "own" NFC and take those transaction fees to the bank! **#qrchat** <BINGO>

2011-05-23 12:59 am [truemc](#) LOL! Did you scan it? RT [@jen_bonnett](#): [@truemc](#) thought of you last night, there was avqr code on the pizza box from Edgewood Pizza! **#QRchat**

2011-05-23 1:00 am [milesaustin](#) Good evening and great week to you all! **#qrchat**

2011-05-23 1:00 am [DaveChomitz](#) Gotta Run ,,, Cheers to all from the north shore of Lake Ontario an hour east of Toronto :) **#qrchat**

2011-05-23 1:00 am [QRscotland](#) [@seanbell](#) Thank you sean, a good **#qrchat**

2011-05-23 1:00 am [truemc](#) Not me! RT [@milesaustin](#): RT [@QRscotland](#): [@truemc](#) Do people really prefer typing URLs on a 3" keyboard? **#qrchat**

2011-05-23 1:00 am [aldsaur](#) Fantastic **#qrchat** this week! UGuys are an amazing wealth of info on #qrcodes! Thank U all! Check out Flickr & LI group! cc [@seanbell](#)

2011-05-23 1:00 am [seanbell](#) [@QRscotland](#) Thanks - glad you could make it tonight. **#qrchat**

2011-05-23 1:01 am [truemc](#) Fun! RT [@seanbell](#): We also have a nifty flickr group so you can post images of #qrcodes in the wild: <http://bit.ly/jOrH65> **#qrchat**

2011-05-23 1:01 am [QRmedia](#) RT [@aldsaur](#): compelling content RT [@DaveChomitz](#): How do we encourage people to engage ? **#qrchat**

2011-05-23 1:01 am [aldsaur](#) Wow! Mega lightening & thunder outside the window! exciting! **#qrchat**

2011-05-23 1:02 am [seanbell](#) If you are looking for some amazing information on #qrcodes you just missed **#qrchat**. We will be back next sunday at 7p CST (GMT -6).

2011-05-23 1:02 am [SocialMMMDiva](#) [@aldsaur](#) [@seanbell](#) thanks for hosting qrchat **#qrchat**

2011-05-23 1:02 am [seanbell](#) [@aldsaur](#) Take pictures and post to the flickr group. ,-) Stay safe please. **#qrchat**

2011-05-23 1:02 am [aldsaur](#) RT [@seanbell](#): If UR looking 4 some amazing info on #qrcodes U just missed **#qrchat**. We will be back next Sunday at 7p CST (GMT -6).

2011-05-23 1:03 am [Milaspage](#) [@seanbell](#) one huge advantage is people like cool toys for their phones. Qr codes impress even those who have shown no interest in sm **#QRchat**

2011-05-23 1:04 am [seanbell](#) [@Milaspage](#) I think #qrcodes have the potential to be a shiny object. They just haven't gotten that attention yet. It's coming. **#qrchat**

2011-05-23 1:05 am [roblehk](#) RT [@seanbell](#): If you are looking for some amazing info on #qrcodes you just missed **#qrchat**. We will be back next sunday at 7p CST (GMT -6)

2011-05-23 1:05 am [seanbell](#) [@CENTCOM1](#) Thanks for dropping by! Hope to see you here again. **#qrchat**

2011-05-23 1:06 am [truemc](#) **#QRchat** thanks to all of you who've shared your QR code campaigns & info I'm speaking on QR Codes at The Mobile Revolution Conf, in KC Wed!

2011-05-23 1:06 am [seanbell](#) [@truemc](#) Good luck! Are you going to post your deck on slideshare? **#qrchat**

2011-05-23 1:07 am [aldsaur](#) Woot! RT [@truemc](#): **#QRchat** thx 2all of U who've shared UR QR code info. I'm speaking on QR Codes at The Mobile Revolution Conf, in KC Wed!

2011-05-23 1:07 am [aldsaur](#) [@truemc](#) Very cool, Stephanie **#qrchat** We want to hear more about it!!

2011-05-23 1:07 am [TheQRplace](#) RT [@seanbell](#) Q4: What current challenges are you facing in putting together an amazing #qrcode campaign? **#qrchat**

2011-05-23 1:08 am [truemc](#) [@seanbell](#) perhaps after the conference. Will certainly let you know. **#qrchat**

2011-05-23 1:08 am [aldsaur](#) I will post the transcripts tonight assuming no technical difficulties :-)
#qrchat

2011-05-23 1:09 am [truemc](#) Another Great **#QRchat**! I love spending time with you guys!

2011-05-23 1:09 am [seanbell](#) [@aldsaur](#) Thank you! **#qrchat**

2011-05-23 1:09 am [seanbell](#) [@truemc](#) I hope so. Love to see your presentation. **#qrchat**

2011-05-23 1:14 am [VanessaFrench](#) Bummed I missed the **#qrchat**. Any success using them in transit?

2011-05-23 1:15 am [QRscotland](#) [@VanessaFrench](#) Hi Vanessa, do you mean 'on the move'? **#qrchat**

2011-05-23 1:21 am [VanessaFrench](#) [@QRscotland](#) I mean as in the industry (trains, subways etc) **#qrchat**

2011-05-23 1:23 am [QRscotland](#) [@VanessaFrench](#) I am in talks with a bus company for using them at bus stops, and I have seen examples of this in US **#qrchat**

2011-05-23 1:25 am [VanessaFrench](#) [@QRscotland](#) I have seen examples as well. Any you deem successful? **#qrchat**

2011-05-23 1:31 am [aprilhammons](#) "@ScottMTownsend: When selling the QRCode campaign, who owns the QRCode, the customer or the agency? **#qrchat**"// Both!

2011-05-23 1:32 am [nikkimartinpr](#) [@seanbell](#) Is there a transcript available for tonight's **#qrchat** for those who were unable to make it? Would appreciate it!

2011-05-23 1:36 am [LaurieDoxer](#) tricky w undrgrnd. If bad receptn bad exp. RT [@VanessaFrench](#): Bummed missed the **#qrchat**. Any success using them in transit?

2011-05-23 1:46 am [seanbell](#) [@nikkimartinpr](#) [@aldsaur](#) is going to post this weeks **#qrchat** transcript. Be looking for it. Thanks for checking in.

2011-05-23 1:46 am [truemc](#) It may be abbreviated, it's very comprehensive! RT [@seanbell](#): [@truemc](#) I hope so. Love to see your presentation. **#qrchat**

2011-05-23 1:55 am [nikkimartinpr](#)

2011-05-23 2:39 am [TaichiCharlie](#)

[@seanbell](#) Awesome! Can't wait to read up--sorry I was MIA this week. // [@aldsaur](#) is going to post this weeks **#qrchat** transcript. RT [@QRmedia](#): #qrcodes are the bridge to get us from the real to the virtual. There are lot's of opportunities for smart marketing. **#qrchat** via [@seanbell](#):