TransLoc

TransLoc QR Code Guide

Why a QR Code?

QR Codes store a LOT of data and are able to easily be read by mobile devices. QR Codes have the additional benefit of being hands-free to your consumers, meaning they can get information from you or to you without having to touch anything but their own mobile devices, an additional perk in a COVID-era world.

*TIP:* Use QR codes to run a giveaway as an incentive to give or get information from your riders.

WHEN TO USE A QR CODE

Get information *to* your riders fast:

- Drive traffic to specific landing pages on your website and provide how-to information about your transport services.

- On-vehicle reminders directing riders to download the TransLoc app for fast and easy tracking and booking.

Get information *from* your riders fast:

- Let riders easily give you feedback / comments.

- Deploy a rider survey to drive feedback on specific services.

- TransLoc can assist in launching a survey and analyzing the results. Check out TransLoc's Marketing Services for more information.
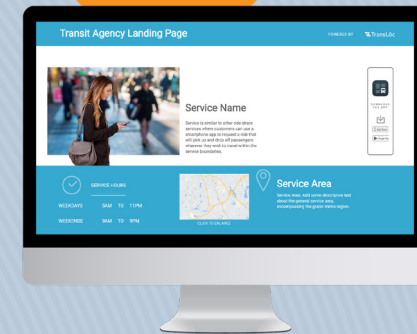
WHERE TO USE A QR CODE

You can put a QR Code on just about anything, including:

- Brochures & flyers

- Social media posts

- In emails or other messaging systems

- On the side of your transit vehicles

- Landing pages

- Billboards

- Posters

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Getting Started

QR Codes can be tricky. Here are some Best Practices to keep in mind when incorporating QR Codes into your marketing efforts, as well as a few resources to help you get started.
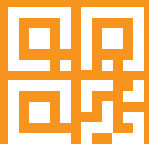
CTA EXAMPLE:
Scan this QR Code for more information about our Curb-to-Curb Service!

BEST PRACTICES

Use a Call-to-Action:

- Share the value of your transit services and how to download the TransLoc app.
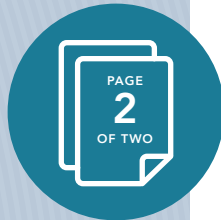
Make it easy to locate:

- Don't put it in the middle of a brochure or the top of a bus. Ensure the QR code is easy to locate & scan.

Track your codes:

- Tracking usage will shed valuable insight as to whether people are finding and benefiting from the data you're offering.

Brand/ Design:

- Altering the code's colors to align with your organization, university, or municipality branding helps people associate the code with you, driving familiarity and trust from your ridership.

Helps answer the question
"Where's my bus?"

Introducing
TransLoc

- See scheduled arrival times
- Live tracking of vehicle location
- Pin your favorite stops

App Store   Google Play

RESOURCES

There are several (free & paid) QR Code generator websites you can use. Below are a few we recommend:

- **Onelink** is a simple QR Code Generator website

- **QR Code Monkey** allows you to add your logo, change the color of the QR Code, and/or track traffic from the QR Code

Get in touch with us online
or email us at: info@transloc.com