

# QR CODE GUIDE

For Sales, Marketing, Resident Engagement,  
and HR/Operations

Senior Living



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While QR codes have been around for decades, it was in the past couple of years that they became pervasive in everyday life. We scan them for contactless menus, to download coupons, to access instructions, and even to view and pay our bill at restaurants everywhere. They are so convenient – just point your phone camera at a QR code and then tap once. No more typing in lengthy URLs, typing in phone numbers, nor waiting in line to pay.

This guide takes a fresh look at how senior living organizations can take advantage of QR codes in the areas of sales, marketing, resident engagement, and HR/operations. While we provide many practical ideas and QR code best practices, there are so many ways to incorporate QR codes that we can't possibly cover them all. We hope you incorporate what you learn here along with your own experience and creativity to drive successful QR code usage in your organization.



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## What is a QR code?

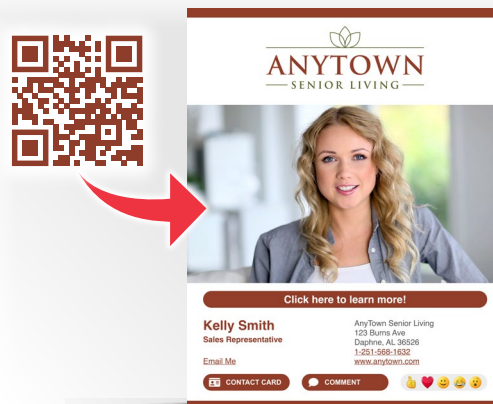
A QR code is a type of barcode that can be scanned by a mobile device camera to easily launch things such as a web page, a phone call, or a SalesMail video.



## What can a QR code point to?

QR codes can link to and launch many different things, including but not limited to:

- Web pages and online resources
- Videos (including SalesMail videos)
- Phone numbers
- Mobile apps
- Social media
- Text messages (pulls up draft text message to send, such as an opt-in message to send)
- Emails (pulls up a draft of an email to send)



## Where can a QR code be placed?

QR codes can be printed/placed in many different places, such as:

- Business Cards
- Brochures
- Direct Mail
- Signage
- Car Magnets/Wraps
- Posters
- Tags/Stickers
- Signage
- Tradeshow booths and materials
- Giveaway items such as cups, t-shirts, etc.



Brochures



Business Cards



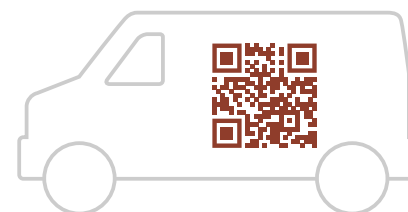
Tags/Stickers



Posters



Signage



Car Magnets/Wraps

## How can we use QR codes in our sales and marketing efforts?

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Using QR codes in your sales and marketing efforts can be an effective way to engage potential residents and their families while providing them with relevant information and a seamless and engaging user experience. Imagine prospective residents or family members seeing one of your brochures or receiving a piece of direct mail with a QR code on it.

Once the prospect scans the code, they watch a SalesMail video such as a powerful resident testimonial or warm introduction to the community and its best amenities/characteristics\*. Not only will the prospect remember that warm, memorable video in the SalesMail, but they will also have the convenience to:

- tap to instantly call the community
- tap to download contact info to their phone
- tap your custom call-to-action button linking to, for example, an inquiry form or a landing page with a current promotion
- tap the community logo to visit the website

\*The video shared via SalesMail can be a regular SalesMail video or it can be an edited video uploaded into the SalesMail account using the SalesMail Desktop Portal. Reach out to your Client Success Specialist if you have questions or need assistance.

As you can see, adding a QR code pointing to a SalesMail makes your direct mail and brochures more engaging and memorable. Here are some other ideas for using QR codes in your marketing efforts.

### Referral Source Materials

Add QR codes to the things you leave behind with referral sources. They can be included on brochures, signage, or other collateral that you give them to share with prospects. You may also add a QR code to any gifts you leave. For example, if you leave behind a food gift, you can attach a gift tag with a small note and a printed QR code. That QR code can point to a video you recorded for the referral source so they can hear/see you even if they aren't available to speak with when you drop off the gift!

### Transportation

Company vehicles including resident transportation buses are a great place for advertising! Car magnets, vinyl stickers, or wraps are a few ways to add a QR code to a vehicle. As your vehicles travel around the area, passersby can scan the QR code. Here, we recommend linking to a SalesMail video to provide an instant, warm connection with the person who scanned, and also provide your prospect with an easy way to tap to call the community, tap to download contact info, tap to visit your website, or tap your custom call-to-action button linking them to wherever you want them to go next (e.g., inquiry form, promotional landing page). If you don't have SalesMail, you can link a QR code to your website or to your phone number.

## Event Invitations

When hosting events, create QR codes that lead to event registration/RSVP pages. This can help track attendance and engage prospects who are interested in learning more about your community. The QR code can be placed anywhere you promote your event, such as event invitation graphics shared on social, email/text marketing, or in the community for visitors to see. To make it even more impactful, link the QR code to a SalesMail video inviting them to the event (video invitations get more attendees) and use the custom call-to-action button to link to your registration/RSVP page.

## Resident and Staff Spotlights

Feature resident and staff spotlights on your website and social channels and use QR codes to direct prospects to these stories. Highlighting the people who make your community special can create a sense of connection and familiarity for potential residents.

## Promotional Items

QR codes can be added to promotional items such as mugs, t-shirts, notepads, keychains, etc. that your community gives away to prospects, family members, and/or referral sources.

## New Construction Signage

For communities under construction, add a large QR code to signs at the construction site to enable people to learn more about the community. The QR code can point them to a website, a video about the upcoming community, information on how to get on a mailing or waiting list, etc.

## Social Media Engagement

Use QR codes on printed materials to direct prospects to your social media profiles. Encourage them to follow your accounts for updates, photos, and engaging content related to senior living and community events.

## Promotional Offers and Discounts

Generate QR codes that lead to special offers, discounts, or promotions for those who are considering moving into your senior living community.

## Business Cards

Add QR codes to business cards to make them more engaging and to make it easy for people to download your contact info without having to type everything in. This can be accomplished by linking the QR code to a SalesMail video with a quick introduction. In the video, be sure to mention to “click the contact card below to download my contact info.”

## Surveys or Reviews

If you are running a survey or campaign to solicit reviews for your community, use QR codes linking to the survey or review platform to make it easy for people to participate.

## Office Is Closed or Director Is Away

Post a QR code for visitors to scan when your office is closed or staff members are away. Prevent a missed opportunity by linking it to a SalesMail video introducing yourself and your community and providing a call-to-action button to schedule a convenient time to meet, tour, etc. This makes it convenient for them to schedule a visit at an appropriate time, download your contact information, and have a positive introduction to your community.

## Gifts and Cards

Bring gifts and greeting cards to life by adding a QR code SalesMail video to add a personal thank you, get well, congratulations, holiday, or birthday video message!

## Opt-Ins for Text Campaigns

If you have a text marketing system, you can create a QR code that automatically opens an opt-in text on the scanner's phone so they can just tap 'send' to easily opt-in to your campaign.

## Sales and Marketing Summary

Before building any QR code campaigns, determine your marketing goals and how QR codes can help you achieve them. Whether it's to increase website visits, collect leads, improve sales KPIs such as lead-to-tour rate, provide additional information, or offer promotions, having clear objectives will guide your QR code usage.

## How can we use QR codes for resident engagement?

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Using QR codes creatively for residents can be a valuable way to enhance their experiences and provide meaningful engagement. Here are some creative ideas:

### Family Video Messages

When family members visit, take them aside and record a SalesMail video message from the family member for their loved one. Print the QR code for the video and provide it to their loved one to scan whenever they wish to view it!

### Music and Mood Enhancement

Use QR codes on music playlists or albums that evoke specific emotions or memories. Scanning the codes can play nostalgic tunes or calming sounds, contributing to emotional well-being.

### Gardening Therapy

If the community has a garden, label plants with QR codes containing information about the plant's name, care instructions, and personal anecdotes related to gardening. This stimulates reminiscence and encourages sensory engagement.

## Virtual Travel

Create posters, activity flyers, etc. with QR codes that link to short videos about various travel destinations. Give your residents a fun, easy way to “travel” and check out new or favorite places.

## Art and Painting Interpretation

In an art therapy setting, provide QR codes next to artworks with descriptions and stories behind the art pieces. This helps patients connect with the artwork and stimulates their imagination.

## QR Code Treasure Hunt

Organize a QR code treasure hunt within the community, where staff and/or residents can follow QR codes leading to different stations with activities, treats, or surprises. This fosters physical activity and social interaction.

## Memory Games and Puzzles

Design memory games and puzzles that use QR codes to reveal clues or answers. This engages residents in cognitive exercises while incorporating technology in a fun way.

## How can we use QR codes in HR?

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### Onboarding Materials

QR codes can be used in onboarding materials to point new employees to forms to fill out, training videos, important documents, etc.

### Recruiting Events

Use QR codes in signage or promotional items you bring to job fairs or recruiting events. Point the QR codes to staff testimonials, information about benefits, application forms, etc.

### Mobile-Friendly Application Process

Create a QR code candidates can scan to apply for a position. Ensure that the landing page or application form linked to the QR code is mobile-friendly. The application process should be smooth and easy to navigate on a smartphone to encourage more applicants.

## What are other ways we can use QR codes within our community?

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### Family Communication

Use QR codes on information boards or in common areas to provide updates to family members such as upcoming events, facility news, menus, and links to new programs/services.

### Safety and Emergency Information

Prepare QR codes that contain safety protocols and emergency procedures. These codes can be placed in public areas to inform residents and staff about what to do in case of emergencies.



## Resident Information and Profiles

Create personalized QR codes for each resident that link to their profiles containing essential information such as dietary preferences, emergency contacts, etc. These QR codes can be displayed near residents' rooms or on their personal belongings for easy access by staff members.

## What are the best practices for QR code printing and use?

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### Make it Mobile-Friendly

Remember to ensure that the landing pages or content behind the QR codes are optimized for mobile devices and offer a user-friendly experience. Also, track the usage of QR codes to measure their effectiveness and make improvements to your marketing efforts accordingly.

### Design Eye-Catching QR Codes that Get Scanned

A QR code isn't effective if it doesn't capture enough attention to get someone to scan it. Design eye catching QR codes that match your brand. Use interesting shapes, your brand colors add a logo, etc. Make sure there is plenty of contrast between the foreground and background colors so that it can be scanned properly.

**IMPORTANT: Explain the benefits!** In the materials you print, include a brief call-to-action or text near the QR code that explains the benefits of scanning it. For example, "Scan for a resident testimonial!" or "Scan for 10% off your first month's rent!"

### Print Size

QR codes should usually be at least one-inch square in size on printed pieces that someone would be holding (e.g., a direct mail piece, a brochure, or a business card). For larger prints like posters, signs, or vehicle applications, make the code large enough for easy scanning from a distance and keep plenty of blank space surrounding the QR code image to make sure the phone can properly capture and scan the code.

### Test your QR Code

Always test your QR code to make sure it scans properly and links to the right place. Make sure the QR codes are printed large enough to be easily scanned.

### Measure Performance

Use a QR code tool that provides scan analytics so that you can make sure your printed or digital QR code is capturing attention. Track the metrics it is intended to influence such as increasing website visits, collecting leads, or improving sales KPIs such as lead-to-tour rate, and modify your campaign as needed to achieve your goals.

## QR Code Wrap-Up

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Remember that the key to successful QR code usage in senior living marketing is to provide value and convenience to your target audience. By offering relevant and engaging content, you can improve the overall experience for your audience and drive more interest in your senior living community.

# Need Help?

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