



Lights, Camera, Action, Serve

A step-by-step guide for creating QR code videos

QR code videos allow you to better serve customers, sharing helpful information on products and services your operation offers. The videos also provide another touchpoint between your employees and customers.

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Hardware and Paint Association

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01

DECIDE ON YOUR TOPICS

Choose what topics you want to cover with QR code videos, starting with topics that customers need help with the most or that your employees find themselves explaining the most.

02

CHOOSE STAFF TO RECORD

Pick employees who are exceptionally knowledgeable in an area and can speak clearly and succinctly to a topic. It also helps to choose employees who are comfortable in front of a camera.

03

RECORD THE VIDEO

Find a time when your store isn't busy to avoid background noise and interruptions. These videos can be recorded on a smartphone, which is the simplest and most affordable option. You can also hire a media production company, which can cost anywhere from \$500 to \$10,000 per finished minute.

04

EDIT THE VIDEO

Editing reduces background noise and leads to a higher-quality piece. Apple iMovie, Lightworks and VideoPad are free video editing software programs that are also user friendly. Vimeo also offers some video editing features along with hosting capabilities.

05

HOST THE VIDEO ONLINE

To be able to attach a QR code to a video, each video needs to live online with a URL on a free site like YouTube or Vimeo, your website or another online location. Vimeo also offers paid hosting with additional capabilities, or you can use a paid hosting site like Spotlightr, Wistia and SproutVideo.

06

GENERATE A QR CODE

Using a free QR code generator, add the video's URL to a QR code. Premium QR code generators exist that offer additional features like built-in landing pages for businesses without a website, analytics and the ability to personalize a QR code with colors and words. These can cost \$10 a month or more.

07

PRINT AND ATTACH TO THE SHELF

Use a heavy-duty paper like cardstock, and consider laminating the QR code to help it last longer. Be sure to include shelf talkers or other signage explaining why a customer should use the QR code. You could also include basic information on how to use QR codes for customers who are unfamiliar with the technology.