

When to QR

It's really not complicated. The best QR code uses and campaigns are those which offer real benefit, or do a good job of enticing people to want to take out their smartphones and spend a moment to scan the QR code and see what it's offering.



But, as simple as that concept is, it's often overlooked with QR codes appearing in ridiculous places (like billboards), or sending customers to boring, uninspiring websites.

Here are 5 simple tips to making QR codes an effective marketing tool:

1. Ensure your audience uses QR codes.

The success of any marketing campaign depends in part on connecting the right medium with the right audience. First, your audience must rely heavily on smart phones. They should also know what a QR code is and how to use one. If your target audience is unfamiliar with QR codes, it may be best to stay away.

2. Make sure your QR code leads users to mobile friendly content.

80% of all mobile web users abandon a website if it is not mobile-friendly. A great way to tell if a website is optimized for mobile is if the site has navigation (or menu) that is easily viewable and clickable.

3. Give mobile users a reason to scan and tell them what that reason is.

Some people will scan out of pure curiosity, but most will want to know what's in it for them. For example: "Scan with your Smartphone to join the conversation".

4. Make sure your QR code is visible and scannable.

Avoid making your code too small or large for the placement. Also, avoid moving targets like buses or billboards. If you are doing outdoor marketing, eye level placement works best.

5. Make it dynamic whenever possible. Give them a reason to scan again.

Use your QR code to give your audience daily discounts or to view upcoming events.

If you stick to these basic rules of QR marketing, you are likely to get the response you are looking for.

A word about design

You can boost customer engagement by up to 25% by using QR codes effectively. And although a standard black and white code can turn traditional advertising into a hyper-engaging experience for your customers, a styled QR Code is 88% more likely to be scanned.*

Want to get more out of your marketing program? Call us today to discuss how our innovative solutions can help you succeed. 602-243-5777.

* Source: Manta Connect