



# QR Code Secrets

The **5** Most Common mistakes made  
when marketers launch  
QR Code campaigns





## **X** Taking Your Mobile Visitor to a Desktop Webpage! (Via a QR Code scan or text marketing response.)

This one's at the top of the list for two reasons - It's the most common error we see and its probably the worst thing that you could do to your potential customers unless your actual goal is to annoy them big time!

Time and time again we see this happen and the big brands are just as guilty of this cardinal sin, either "In-house" or via their marketing agency!

Mobile marketing is a relatively new concept that modern marketers need to fully understand - given a few more years and it will, with almost certainty, surpass other forms of online and offline marketing - or rather become an amalgam of offline and online marketing.



### "Here's what typically happens":



Marketing guy has an epiphany and realizes the awesome ability of QR codes so Places QR codes anywhere and everywhere and encourages savvy smartphone owners to scan QR code.

Smartphone user scans code with mobile - mobile browser opens and loads up the company's homepage from their normal desktop website ~ Smartphone user not is happy, so closes mobile browser window and thinks to himself "now that was a waste of my time - Goodbye!".

Think about the situation for one moment, either the QR code or the Text (SMS) scenario ~ If your prospect is interacting, he's on his mobile phone unquestionably, so serve him only with mobile optimized content.

These users are mobile savvy because they're using high tech phones and they already understand what QR codes are about, and they know what to expect, plus they generally belong to higher income demographic - Look after them, they'll become your A list customers if you do it right!



Only send them to a dedicated **mobile landing page** or relevant mobile website page. (You don't need a **fully fledged mobile website**, just a landing page - but sooner rather than later, you should invest in a mobile website too!) - We help businesses and individuals cover both bases, so feel free to check out our web content.

Your offer pages can be specific pages on a mobilized version of your existing site. (Use a special script to detect what type of device is trying to access the "domain" and redirect your mobile users to a mobile domain (e.g. ".mobi") or a sub domain typically prefixed "m.domain" which offer up the relevant mobile friendly content.

However, the pages can also be simple independent Landing pages which just display your special offers, coupons and marketing messages but they are not linked back to a mobile website as such and exist solely to cater for these specific marketing campaigns - Mobile landing Pages are a less expensive alternative to a fully fledged mobile website and they can be commissioned and built with rapidity.



## **X Not Rewarding Your Smart Phone User!**



Second on our list of mobile marketing taboos is failing to reward your mobile visitor for their “Above Average” mobile technological ability. Smartphone users especially are a desirable breed of customers to have. Generally speaking, their mobile phones never leave their sides, and pretty much everything they do online is via their mobile phone.

You need to pamper and nurture your mobile visitors - statistics show that they are more likely to respond and interact with your offers and thanks to Paypal and Google Checkout, purchasing on their mobiles is seamless too!

When compiling a QR or SMS campaign consider offering you mobile customers a little extra discount or an extra freebie or two - something that says an extra thanks for being a mobile customer.

Your regular customers won't see these “specials” so there's no worry about upsetting them either! - Bear in mind also that your smartphone user is more likely to see your offer even while watching TV or being active on facebook and twitter - SMS messages get read more often than emails actually get delivered!

Smartphone users tend to be social creatures, virtually speaking at least, so get them to do something in order qualify for these special discounts. - get them to send your offer to a friend, share it on facebook, tweet it etc.





## Not Capturing Your Mobile Customer's Details!

Next on our hit list is failing to capture your mobile visitors data, primarily their mobile phone number. In desktop internet marketing one of the prime goals is to get prospects to “opt in” to a mailing list via a newsletter or subscription, the principle here being that you can continually market to your list of “subscribers” for as long as they remain on your list - For many, this is the “Holy Grail” of internet marketing!

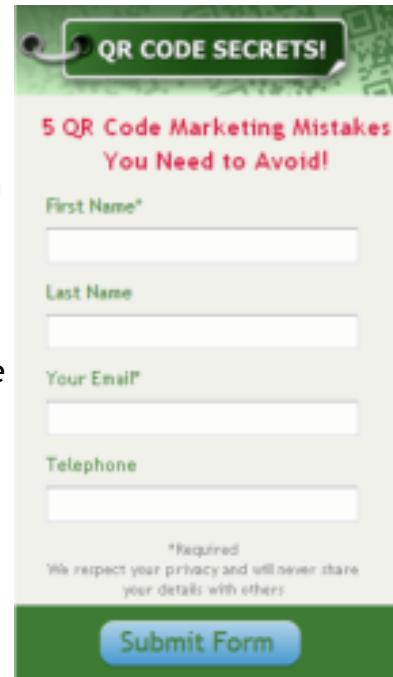
Well the same principle applies to mobile marketing. We can and should collect our visitors email addresses, adding them as subscribers to a mobile list. Even better though, we really want to get our visitor's mobile phone number - here's why:



SMS or text message marketing is similar to permission based email marketing except your messages get read more frequently! - just as you can broadcast an email to your email list you can broadcast text messages to your mobile list!

If you are reading this on your PC or tablet, chances are that you opted into our email mailing list via our desktop website homepage. In order to capture a mobile number there are a couple of ways to go about it: **SMS text response** and **QR code SMS**

In either of the above systems, here's a little more info of what happens in the background:



**QR CODE SECRETS!**

**5 QR Code Marketing Mistakes You Need to Avoid!**

First Name\*

Last Name

Your Email\*

Telephone

\*Required  
We respect your privacy and will never share your details with others.

**Submit Form**

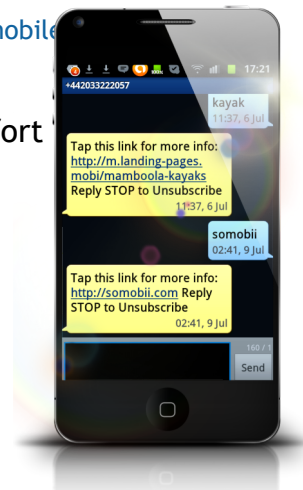
- Visitor scans QR code which launches their native phone messaging application, prefilled with the “keyword” - app prompts for user to send.
- Visitor hits send and a text message is sent via the special phone number to your account with the SMS service provider.
- SMS service account receives text message and stores visitor phone number in database as a subscriber.
- Simultaneously the SMS software generates 2 new outgoing text messages ~ one back to the visitor\subscriber containing a forwarding link plus unsubscribe instructions and another text to your own mobile phone alerting you that a visitor is interested in your keyword and details of their phone number, which is primed ready to call on your mobile phone. You also receive a notification email to the same effect.
- Visitor “taps” the link and is taken to the relevant mobile optimized landing page or mobile website page to retrieve the offer that instigated the interaction in the first place.

This is an extremely powerful marketing system that requires a fair bit of effort to get up and running properly. We can offer you a simplified “managed” system whereby you effectively rent “keywords” and we sort out the interface between SMS provider, line rental, landing page construction etc - The only other charges being the cost of text messages generated.

Ask us about our text message marketing service

As excellent as they are for mobile marketing, QR codes also have a dark side, both from an administration point of view and from a user angle.

For QR codes to remain attractive to consumers the entire experience needs to be good overall -





## Poorly Managed QR Campaigns

A little mystery as to what lies behind the code and a sense of reward at the end of the interaction.



Or text DISCOUNT TO:

Badly organized QR campaigns can leave the user feeling deceived, cheated, misled or just plain hacked off, so be sure to use them wisely and only where mobile usage can justify their existence. Most QR campaigns revolve around printed codes on physical print media such as leaflets, flyers, posters, brochures or even T shirts etc. your typical “offline” advertising methods for “brick and Mortar” promotion now blends seamlessly into the online “Virtual World.”

Desktop websites shouldn't generally need to feature QR codes because if the website owners are mobile aware they will have already implemented a mobile version of their website that will automatically detect mobile visitors and switch them to the mobile version - absolutely no point in having QR codes on a mobile website!

Once you get into QR marketing you'll very soon amass a collection of QR images - you need to keep an accurate record of each of these codes and what they trigger, e.g. email, sms, link, call etc.

We can manage all of your QR codes and campaigns, and be sure to avoid mistake no.5 next:



## ~~X~~ Using Static QR Code Links

The most common use of QR codes when starting out a marketing campaign is to configure them to redirect to a web page and if you've understood this guide you'll know that the only link type to use is to a **mobile optimized landing page** - were you paying attention earlier?

Creating a standard QR code is easy

Ignoring customization the actual process of creating a QR code is relatively simple, hence the proliferation these unassuming black and white codes on all manner of printed media.

**Hold On for one moment!** - What if that landing page, offer or website link needs changing? All of those previously printed QR codes become useless as they will always point to the original link that was used when creating the QR code - you'd have to redistribute new codes to match the new data!

*(This mistake only applies to QR codes that link to a web address and is especially important for pages containing special offers, limited offers, timed offers etc.)*

To get around this problem you simply need to make an intermediate link that can be edited at any time. To do this use a service like Godaddy's URL shortener service (free) or let us manage your QR code requirements.

Having the ability to change the destination of your QR code without having to reprint and redistribute is an enormous advantage and the result of taking careful consideration of your QR marketing campaign.





Another benefit to using this method is that you greatly reduce the amount of QR codes in your inventory as you merely recycle or re-purpose your existing ones.

We hope this report has given you an insight on what to avoid when setting up QR code campaigns and that you start to implement your own campaigns in the near future. QR marketing is in its infancy in the UK and US but in Japan where the system was originally developed (for the auto industry), QR marketing is massively mainstream!

**Custom QR codes** are becoming all the rage now and can incorporate company logos, Social Icons, multi colours or just be plain outlandish in their design to grab attention - CUSTOM QR CODES GET SCANNED MORE OFTEN!

We specialize in producing stunning custom QR codes and remember, we can help with any aspect of your mobile marketing so please do get in touch with us at:



[Your QR Marketing Business Details and Link Here](#)