Supercode

50 Dos and 50 Don'ts
for using QR codes as a part
of your marketing campaign

Are you wondering how to easily and affordably incorporate QR codes into your digital marketing campaign?

QR codes are cropping up all over the world and they are the bridge that connects your brand to your customer in various ways with very little effort! The desire to acquire feedback while engaging with the consumer and the mystery of how to attract followers on social media is now answered in an uncomplicated click.

Are you excited to take your campaign to the next level but need some free expert advice?

While QR codes cannot do all the work in your digital marketing campaign, we have 100 tips and tricks to get your QR codes incentivized, designed and placed, so they can be the connection to the quality content you want to convey to the world. QR codes are now widely used, but they are especially effective when used correctly. Here are 50 Dos and 50 Don'ts to make sure your business integrates QR codes in marketing campaigns in a way that delivers the best marketing results.

50 Dos

1. Choose the right type for your QR code

Not all QR codes are the same, and different types of QRs are best suited for different purposes and use cases. Supercode offers QR codes for URLs, social media, feedback, vCard, SMS, email, plain text, and bulk QR codes. Explore QR codes by types <u>here</u>.

2. Be creative

QR codes no longer have to be black and white squares. Today you can experiment with colors, eye-catching frames, and add a logo or symbol to your design. Modifying designs is quick and easy and the creativity pays off as stunning QR codes attract more attention and are scanned by more people. Also, make sure the colors in the QR code contrast so they can easily be scanned by mobile phone.

3. Be trustworthy

QR codes are a secure and reliable technology and there is nothing particularly risky about creating or using a QR code. There are, however, some risks if you decide to create a free QR code.

Contractual obligations provide reliability and protection. While payments obligate companies to provide their customers with security and support, free services can easily cut corners and disregard customers' security and privacy. Using a free QR code generator invites unnecessary risks into your business and potentially increases costs of dealing with security issues in the long-term. When choosing a platform for QR code creation, pay attention to the terms and conditions, read the small print carefully and study the privacy policy.

4. Find a reliable provider

There are many platforms that allow for the creation of QR codes. It is important to choose a reliable provider that enables customers to create any type of code that can be edited, personalised and customised in the design. Security and the unlimited number of scans are also amongst the factors to consider. Last but not least, pay attention to the availability of customer support, and enterprise-grade infrastructure.

5. Choose one platform

Many QR code generators offer a freemium model allowing businesses to create a few free QR codes. Although using a few platforms with a limited number of codes created can save costs in the short-term, the consequences in the long run aren't that pleasant. Using several providers makes it challenging for the business to keep track of all the codes created on different platforms, organise campaigns, analyse the stats and compare the performance of codes.

It is highly recommended to choose one trusted provider that would enable your business to take advantage of professional features and make the most out of your marketing campaigns to achieve the best results and positive ROI.

6. Communicate a clear message

QR codes are a powerful communication tool and it is crucial to ensure the message communicated to the customers is clear, easy to understand and effective. Straight to the point, concise messages without vague and weakening words perform better and offer a more distinct call-to-action.

7. Give a reason to scan

Offering something valuable to catch customers' interest is a good strategy to incentivise customers to scan the QR code in the first place. Think of a discount, a coupon for the next purchase, a gift or simply an offer that customers cannot resist. Apart from providing good incentives to scan, include clear directions. Without proper instructions, people may not know why there is a code present or how it can work for them!

8. Check your content

Although it only takes a few seconds to edit the content behind the dynamic QR code on the Supercode dashboard, it is highly recommended to double-check the content before printing and giving the public access to QR codes. Check for mistakes and ask for some feedback to ensure that the message is correct and understandable to everyone.

9. Test the codes

Take a minute to test the code to make sure it scans well and customers are taken to the correct link or a page. Simply direct your camera at the code and click on the link that appears on top of your screen. It takes no time and it ensures that customers will have a smooth experience when scanning QR codes.

10. Track QR codes

When measuring the results of marketing campaigns, marketers refer to specific, measurable, achievable, relevant, and time-bound goals. As for any marketing activities, tracking the results of the QR codes' performance is crucial for understanding how well the campaign is going and whether it is possible to improve it.

Supercode analytics offers businesses detailed information about the number of total and unique scans, where the codes are scanned, and which devices are used. Feedback QR codes also include the reviews and comments from customers that are organised on a dashboard and are accessible at any time.

11. Be eco-friendly

Choosing to use dynamic QR codes over simply printing (and re-printing) the relevant information enables businesses to significantly reduce the printing costs and gives companies an opportunity to be more eco-friendly. Go for dynamic codes to be able to edit the content behind the QR codes within seconds and never worry about reprinting them again.

To reduce paper, businesses can choose to only print a few posters to place in visible places or even go for completely paperless options and include QR codes on digital devices that are already used for other purposes (POS systems, digital maps, and digital information stands).

12. Save time for consumers

Show your customers that you respect their time by making it quick and easy to scan QR codes and use them. Place QR codes in visible places, and include pre-written content in SMS and email QR codes. For feedback QR codes, include the rating system and make it simple for people to leave comments in seconds. Your customers will appreciate the effort and will continue coming back to you for a great customer experience.

13. Make it easy

QR codes aren't a new technology but a few years ago the adoption rate was quite low. Recently, QR codes came into frequent use and are now used by millions of people around the world. Making sure it is easy to find the code and clear instructions about what to do with it is important to have a high number of scans. It is recommended to provide clear instructions for people and make it simple for them to scan QR codes by directing a smartphone at them.

14. Make it fun

Ensuring that QR codes are exciting to scan is a great way to make the experience fun for customers. Play with the designs, place QR codes in unexpected (but visible) places, make a game out of it, or include an incentive for customers to scan the codes. QR codes can offer a unique experience for people and help you achieve your business goals at the same time.
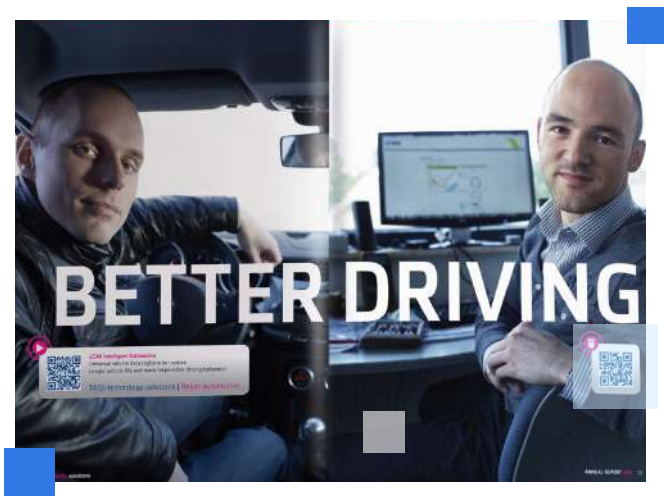
15. Be organised

Keep all your QR code marketing campaigns and separate QR codes organised in one place. The Supercode dashboard offers a simple way to create customised folders and keep track of all the QR codes.

16. Save time

QR codes empower businesses to share information with their customers, run seasonal promotions, connect with people online and on social media, ask for feedback and a lot more by simply encouraging people to scan one code. There is no need to constantly update printed materials, distribute them on a weekly basis, and worry about the number of brochures and leaflets left. QRs are truly efficient for cutting costs and saving time for businesses. Try creating a code in seconds on Supercode and see for yourself.

17. Save costs

Save time and effort on creating customised leaflets, training the team to ensure marketing materials are visually appealing, reduce printing costs, additional software costs and expenses for administration. With Supercode, generating QR codes takes seconds, customising the design is quick, fun and easy and anyone can do a fantastic job that will deliver great marketing results.

18. Go unlimited

Go for Supercode QR codes with unlimited scans to ensure that your codes will work forever, and won't have an expiration date or any scanning limits. Both dynamic and static codes are unlimited, although only the dynamic QR codes allow for edits and updates.

19. Make it branded

QR code customization makes it possible to use QR codes to visually represent your brand and boost your brand awareness. Include your logo, add your colors and fonts and use the branded tone of voice when creating your personalised design for the QR codes. Make them outstanding and recognizable.

20. Print wisely

Where and how businesses print their QR codes makes a big difference for customers and their experience. Be mindful of printing materials, quality of ink, sizes of QR codes, and the placement of QR codes. The codes that are printed wisely live longer and deliver a higher ROI for businesses.

21. Choose the right material

When it comes to choosing the material for printing, engraving or embroidering QR codes, the choice is very wide. From paper and rubber, to vinyl and fabric, QR codes are more suitable for some materials than others. Stay mindful of the production process as well as of the external factors and the environment the QR codes will live in. When going for vinyl, ensure that the QR codes won't be wrinkly and will be easy to recognise and scan. When placing on fabric, be aware of the washing instructions and temperatures.

22. Go for high-quality pictures and printing

High-resolution logos and pictures integrated into the QR code design as well as high-quality printing are essential. Sharpness and detail ensure that the code is easy to recognise and scan.

23. Include in print media

Include your codes in your print marketing campaign. Put QR codes on magazine advertisements, brochures, vCards on business cards, mailers with discounts, and newspapers to share about new products and events, or even just direct consumers to your social media accounts.

24. Mix print and digital

Include QR codes on digital pages like Instagram and LinkedIn. Include augmented reality (AR) experiences for effectively conveying your best stories, articles, events, and more with your network.

25. Create to inform

One of the most common use cases for QR codes is to inform and educate customers. It is also one of the most effective and quick ways to do so by using digital tools. Use a dynamic URL code to empower people to scan the code and be redirected to any weblink with information your business would like to spread the word about. Learn more about URL codes and the use cases of URL QR codes on our solutions page.

26. Create to connect

Inspire current and potential customers to instantly connect with your business online by scanning a social media QR code placed on your products, your premises, promotional materials, or any of your digital assets. Learn how to use social media QR codes here and explore our use cases for best practices.

27. Create to engage

Looking for ways to encourage your customers to email you or send you an SMS message? Increasing the engagement rates with QR codes is easy and truly effective. Simply integrate email and SMS QR codes into your communication strategies and start listening to your customers. By predefining content, as well as automatically including the email address, the subject line for emails, and phone numbers for SMS messages, your business can remove barriers to get in touch with you and make communication a smoother experience for consumers. Explore how email QR codes and SMS QRs work and give it a try to engage with your customers.

28. Use QR codes for payments

QR codes are now set up as the main secure payment in many countries and they are recognised as secure by national banks and can include all necessary credit card information of your choosing. Additionally, many retailers in shops and restaurants are using QR codes for payment in-house and allowing for pickup or delivery later if products are not in stock.

29. Use QRs for customer support

Another brilliant use case of QR codes is to use them for providing customer support. Supercode <u>URL QRs</u> are powerful for taking customers to FAQ pages or to links where customers can have a live chat with the customer support team. <u>Email</u> and <u>SMS</u> QR codes can also be used to encourage people to send questions to the business directly. Integrating QR codes to provide support to your customers will boost brand loyalty and increase sales.

30. Do ask for feedback

Use a dynamic Supercode <u>feedback QR code</u> to ask customers what they think about products, services, and support. Supercode's star rating system with customizable questions, optional comments, and optional customer contact information will increase company knowledge of consumer opinion, allowing for improvements to be made and quality to be achieved.

31. Use for personal purposes

QR codes for personal use are becoming more common and there are so many ways to utilise QRs for personal purposes. One can now find QR codes in their social media profiles such as LinkedIn and Instagram or on business cards that are proven to be a quick, fun and sustainable way to connect with others. QR codes are also hidden gems when it comes to organizing your links, online content, presentations, documents or promoting your online projects. Explore more examples of use cases by <u>industries</u> and <u>materials</u> to get inspired.

32. Use QRs to offer discounts

QR codes are a fantastic way to promote limited time and seasonal offers for customers. Use Supercode's functional design platform to place a discount image in the middle of the QR code to make the offer stand out. This will encourage customers to click the code and automatically receive their discount.

33. Use for business cards

Put QR codes on business cards with a beautiful Supercode vCard QR code. Stand out to clients and have contact information prewritten for automatic placement in input fields so there is never a misspelled email address or error in phone number. Or, place a URL QR code on business cards that route to an appointment setting page or just to share your website. Also, link QR codes to social media and keep connected in an effective and friendly way to share communication of your brand!

34. Use QRs for videos

Place QR codes in your newsletters, mailers, packaging or any other promotional materials to drive traffic to your videos and increase the number of views. It is a proven way that saves time and money and delivers high results.

35. Use prewritten text for email and SMS codes

When using email and SMS QRs it is highly recommended to insert the prewritten content that would automatically appear in the email or SMS as soon as the QR codes are scanned. Customers can then choose to send the email or the SMS message as it is with already predefined text or change the content and add a message. Predefined messages make it easier and quicker for consumers to get in touch with your business and encourage them to communicate with your business more often.

36. Go for SMS QRs where there is no internet

For necessary information that is to be given in areas where there is little to no internet, use SMS QR codes. These types of codes are great for sharing necessary prewritten information, like updates on wildlife areas, events away from cities or corners of a museum that have spottier internet service.

37. Use QRs for subscription models

Use a Supercode QR code to link customers to a simple platform to subscribe to your products and services. This is a great way for customers to be able to repeat purchases, order magazine subscriptions, or even subscribe to YouTube accounts and weekly newsletters about your brand!

38. Establish a two-way conversation

Choose email, SMS, vCard, and social media QR codes to exchange contact information and encourage communication between consumer and brand for a lasting relationship and enhanced consumer trust.

39. Place QRs in visible places (online and offline)

Place Supercode's beautiful QR codes in easy to scan locations where they will stand out to customers. Put them <u>at front desks</u>, <u>shop windows</u>, walls of <u>lobbies</u>, and even <u>T-shirts</u> at events. Anywhere with a flat, scannable surface that isn't blocked by people in lines and crowds, or by products and displays.

40. Go big

QR codes should be at least 3/4" x 3/4" in size so they can be easily scanned by mobile phones. They will also stand out more brilliantly to the customer. Anything smaller will be more difficult for a user with an older cell phone to scan.

41. Give space

Make sure there is 1/4" of white space around all 4 sides of your QR code. Smartphones need to be able to scan them and although you can create beautifully designed codes with Supercode QR code's customizable design system, there still should be enough white space around your eye-catching QR code. Also, when adding a logo, make sure there is a little white space around it as well, as will be automatically generated on the Supercode platform.

42. Keep your audience in mind

QR codes are mostly used by the 24-54 age group with 27% of the users being between 34-44 at 27% and everyone else not far behind at around 20%.
In addition to age, keep in mind if payment, what types of discounts, feedback, and social media can benefit each type of person in your customer base.

43. Add an image

QR Codes should be clear and using blurry images should be avoided, so the QR codes scan well and look more professional. JPG and PNG formats are best for small-scale printing such as business cards and other printed materials. Using files like EPS and SVG can be formatted easily while keeping image quality for various sizes of printed materials.

44. Point to mobile websites

Your company website will do best mobile-optimized, now that the largest percentage of internet users use smartphones instead of desktop computers these days, especially when the goal is to access the information immediately.

Every year since 2009, there has been a greater percentage of internet mobile phone usage, with more than 53% of people using mobile as opposed to desktop internet in 2019. Users want to click on a QR code and be directed to the URL immediately and having a site that isn't mobile-optimized will only deter them.

45. Go dynamic

Dynamic QR codes can be updated at any time and whenever needed, whereas static QR codes cannot. Dynamic QR codes are fantastic for information that will be changed in the future. Another benefit is if printed marketing materials have already been finished, having a dynamic QR code will ensure saving reprinting costs if something needs to be corrected.

46. Shorten URL

Shorten the URL in the QR code to emphasize brand and product names. When the QR code is scanned, the brand or product name automatically appears, making it easier for the customer to read instead of a longer URL which may get cut off.

47. Make QR codes a part of your marketing strategy

When QR codes are strategically integrated into the marketing strategy of the business, and the results of campaigns are tracked and analysed, the campaigns are proven to be effective and impactful when it comes to boosting sales, growing consumer trust and loyalty, increasing customer satisfaction, and attracting new customers to your business.

48. Create campaigns

Have fun with your campaigns and show your customers who you are. Having an amazingly designed Supercode QR code to direct consumers to a charming campaign with discounts and social media will get them more interested in your brand. Use QR codes as a way to ensure they connect with your campaign for an interactive experience.

49. Test campaigns

Test which campaigns do better than others. Because dynamic QR codes can be changed at any time, switching from one campaign to another is simple, even after QR codes have been printed on marketing materials and other semi-permanent places.

Testing the performance of digital marketing campaigns empowers marketers to allocate the budget effectively, and ensure positive MROI by investing in marketing efforts that bring higher results and achieve established goals more effectively.

50. Add a compelling call-to-action

Encourage others to interact with you, take advantage of a promotion, come to an event, or give feedback easily. With a compelling call-to-action at the other end of an attractive Supercode QR code, users won't be able to resist your marketing campaign.

50 Don'ts

1. Don't spam

Connect QR codes to quality content in your marketing campaign. Don't use QR codes to get customer information only to spam them later. Using their contact information to respond to red flags and emphasize quality changes being done or to send out wanted newsletters is the way to go.

2. Don't be too persistent

QR codes are enjoyable when consumers want to click them. Having QR codes as the only option for payment, or pushing a survey that someone doesn't have time to take, can make the QR code experience unenjoyable for some and may dissuade the consumer from wanting to click at all.

3. Don't limit options

Use QR codes for a multitude of advantages. You may use QR codes to direct customers to your social media pages but also use QR codes for restaurant menus, product information in boutiques, and appointment setting in a doctor's office. Anyplace where consumers can get information to their mobile phones is an option to direct them there with a charming Supercode QR code.

4. Don't be boring

Design and customize your code! Make it appealing to the eye with Supercode's colorful design tools and your company logo. Just a few minutes of choosing colors and adding your brand logo will cause your code to stand out to your customer base, keeping in mind what is alluring to them. Link your Supercode QR code up to any type of creative campaign, even taking into account videos about your brand and AR experiences for the consumer. Not only is it possible to create a wonderful design in Supercode's innovative design platform, but what's on the other side counts too!

5. Don't waste time

Create QR codes with a clear call-to-action that you know people are sure to scan. With the right incentives and reasons to connect with your brand, making a fabulous QR code will never be a waste of time. If you have printed materials, be sure to stick with dynamic QR codes just in case of error or wanted change in your campaign. And always remember to test the QR code, especially before printing materials, to be free of errors and transmit your message with clarity and style.

6. Don't ignore feedback

Feedback is the necessary component to addressing red flags and creating improvements in areas you were unaware of before. Always view feedback and respond to any customer concerns either directly if they leave contact information or by taking immediate action in the company. Learn how to ask for feedback with these 7 easy steps.

7. Don't print too small

QR codes should be at least 2 cm x 2 cm to avoid scanning problems. Anything smaller may not scan on older mobile phones. Make QR codes a nice, scannable size on print so customers don't have any trouble later on and are dissuaded from using the QRs.

8. Don't forget to include a call-to-action

People need a reason to click the QR code. Incentivizing them by offering a discount or giving a sample for a follow on social media will get people connecting with you online and increasing their interactions with their brand.

9. Don't misplace to waste

Don't place a QR code where it is too high, too low where the customer has to bend, or somewhere people normally stand, line up, or where the QR code is constantly moving. People don't want to have to work too hard to click them and doing so will dissuade them from wanting to use the code.

10. Don't cut corners

Please place logos in the center of the QR code. If you must place an image on a corner, please do so on the corner where there are no squares. If you cover one of the squares the code will not work. Be sure not to cut corners when printing the codes too.

11. Don't print unnecessarily

Part of the advantage of QRs is that they are an eco-friendly option for consumers to connect. Avoid printing too many flyers, brochures, and mailers. These options are still possible but it is more sustainable to post QR codes on flat, visible, unblocked surfaces with clear instructions so that others can scan the code for the desired result, ending in a lot less paperwork and waste.

12. Don't print on glossy paper

It will be more difficult to scan codes on glossy paper because of the shine and reflection. Choose a material that doesn't blur or reflect the image. Test a sheet for scannability before printing thousands of materials.

13. Don't leave clear backgrounds in windows

As QR codes are fantastic for sharing information on shop windows, don't leave a clear background on the QR code. When putting a QR code on a window, make sure the code has a white background and white space around it. It will be more difficult to scan if the QR code has a clear background, with reflections and moving images behind the window.

14. Don't go just tangible

QR codes aren't only for products. They can be placed on digital assets like iPads, TV screens, POS in the stores as well as on social media platforms or other sites to promote discounts and offers and share event information. Get creative about where you can place your codes to promote your message.

15. Don't simply copy competitors

Create interesting campaigns that others haven't thought of. Having an interesting video, information, or content on the other end of your code will identify you differently than your competitors. Think strategically on how you want your brand to be seen.

16. Don't go for unsuitable types

Using a vCard QR code for contact information, for instance, is more suitable than an SMS code because the vCard QR code can input data directly to the user's mobile phone. When choosing a QR code type, they are pretty straightforward and don't create unnecessary hassle for consumers that want a fast solution.

17. Don't release without testing

Testing your code only takes a few seconds and will save any unseen mistakes by customers later. Printing a QR code with mistakes on thousands of materials without testing would only end badly. Check for any spelling errors, incorrect contact numbers and emails, and make sure websites and social media accounts are prewritten properly. With dynamic QR codes information can be updated at any time, whereas with static QR codes, they cannot.

18. Don't put QRs in locations with no data access

If there is no WiFi and no data access in an area, the QR code needs to be posted in a more accessible place or it's null. Plan a location where hotspots and WiFi-friendly places ensure smooth scanning. Otherwise, choose SMS QR codes that do not require the internet to be scanned and to take action.

19. Don't link to non-mobile content

Since people scan the QR codes on their mobile phones, web content should always be mobile-optimized. People will be deterred from content that is not mobile-friendly. The idea is, they don't have to wait to get to a desktop computer at home to get digital content to load.

20. Don't make QRs a moving target

Place QR codes in a place where people are not driving by. If you put one on a billboard, it should be in a place with foot traffic, not on a freeway. At roadside markets and stands, place QR codes at the location, where people have already gotten out of the car or off the bicycle. Also, QR codes in rapidly changing TV commercials are not recommended.

21. Don't use QR generators with ads

Many websites out there will create a QR code for you but they will link to their site and then bounce a user to your website. It's better to use a QR code generator site such as Supercode, so your codes send customers directly to your page and never expire with your subscription. Enjoy having codes that are yours and only direct straight to the content you want to have seen.

22. Don't put QRs everywhere

QR codes are a wonderful tool for routing the consumer to many digital marketing campaigns, discounts, social media accounts, and more. However, putting too many codes in one place will confuse the consumer when they are trying to do one function and are immediately bombarded with another.

Putting QR codes on everything will only confuse for the customer. If there are too many codes in one place, they have no chance of looking at the information on the former code until it's on to something else. Use codes when it connects to quality calls-to-action and content.

23. Don't confuse your customers

Give customers proper directions so they know if it's a payment code, a social media link, a discount coupon, or anything else. Mystery codes without incentives aren't catching attention from busy consumers.

24. Don't use multiple platforms

Making the lives of marketing teams harder by encouraging them
to work on many free platforms instead of using one paid platform increases
hidden costs for businesses and slows down the progress. It's best to use one
platform for easy organization of your QR codes for all of your marketing
campaigns. Supercode's dashboard offers customizable folders for you and
your team to keep your codes organized.

In addition, checking analytics will be too confusing when using separate
platforms. Using the Supercode analytics feature in the dashboard will keep
records daily, weekly, monthly, and send analytics on each code when
it is used immediately.

25. Don't make QR codes the only option

While QR codes are an amazing way to share your content and information,
there still needs to be another way for customers to be able to pay at a
cashier, call from a standard phone to a number on a business card, and
more. Some consumers have not yet adjusted to QR code use or use desktop
computers as a preference to mobile phones.

26. Don't count on QRs to fix everything

QR codes cannot guarantee followers or generate sales all on their own.
There must be something valuable on the other side. They are a fantastic
way to connect the consumer to social media sites, give feedback with
improvements on behalf of the brand, open a channel of communication,
and lead consumers to your website. Once there are incentives, proper
placement, and company action taken in the rest of their digital marketing
campaign, clicking QR codes will simply lead customers there, not keep them.

27. Don't make QRs the only digital marketing tool

QR codes alone are not enough for your <u>digital marketing campaign</u>. With a great website, social media, positive responses to feedback, and promotions and discounts, QR codes are a way to connect the person with the digital tool on the other side. Mix and match different marketing tools to ensure that your business achieves the best possible results and always gets a high return on investment.

28. Don't put QR codes on websites

People are already on your website so they don't need to scan anything. Additionally, if they are on your website on the phone, they will not be able to scan anything. They should be able to do the action on your site.

29. Don't include QR codes in rapidly changing TV ads

Putting a QR code on a TV commercial that will change suddenly is hitting a moving target. QR codes are most useful when placed in stable locations. Trying to open the phone and the QR code scanner is like a race to the television before the commercial quickly switches to another screen. Only put in TV ads that stay on the screen whenever the picture changes.

30. Don't cover or place out of reach

Place the code where everyone has access to it, not in a place where people line up in front of it or park in front of it. Or if consumers are trying to pay for something or access a menu in a restaurant and the QR code is covered by cash registers, ketchup bottles, or anything else, it is too inconvenient and unfavorable.

31. Don't ignore your target audience

As with any marketing campaign, remember who your target audience is. The demographic of your customer base is important when incentivizing and encouraging others to click QR codes.

Ignoring your ideal customer when creating a QR code design, the content behind the code, instructions on how to use the code, or incentives, will result in your customers not responding well to the QR codes, in turn adding no value to your business.

32. Don't forget to update the content

Information is constantly changing so make sure it is not outdated or misleading to your customers. Having the same information available for <u>contact</u>, <u>website</u>, <u>location</u>, and <u>social media</u> is great. But dynamic QR codes routing to event information, new promotions, and changes in company activity, need to be updated so the information isn't promising something that is no longer there.

33. Don't wait to adjust campaigns

If your QR code is linked to a campaign that isn't working, you might want to figure out why. Is it the placement of the code, the content on the other side, are you targeting the correct audience? Adjust your campaign if it isn't working.

34. Don't put QR codes on unstable surfaces

If your product comes in the form of a pencil, a small round bottle, or any other surface that isn't flat, it won't scan. Larger, curved surfaces like wine bottles or soda cans can work if the code is recognizable by the mobile and at least 2cm x 2cm. Do test labels on a product before printing 1000 QR codes on different labels that may not work.

35. Don't go for static when you can go for dynamic

Dynamic codes are always better than static as they are more flexible and create less waste. You can change dynamic codes and you cannot change static codes. So printed materials won't need reprinting if there is a change.

36. Don't stop innovating

There is an infinite number of possibilities using QR codes. Design new ones if you like or continue changing dynamic QR codes with different trends, updates, and events in your company. Always use QR codes to stimulate fresh ideas and gain resourceful feedback from others.

37. Don't ignore analytics

An important part of your marketing campaign lies in the analytics. Supercode's dashboard allows you to choose specified times of analyzing codes such as days, weeks, and months. Knowing how much traffic is going to your social media, website, events, and offers, from the QR codes, is imperative data in furthering and perfecting your campaign and responses to customer feedback.

38. Don't overdo it

QR codes can be modified as often as necessary if they are dynamic. And you can make digital displays with new information whenever you want. But if there is a code for various coupons at the same time, and some are expired, your campaigns are completely different too often, or the code no longer has the same value, people won't know what they're scanning this week.

39. Don't start playing media without warning

Using your QR code to direct consumers to your AR experiences, videos or social media content is a great way to show off your brand and product! However, playing loud noise without giving consumers a chance to put on headphones or adjust or mute the volume, is not favorable in case they are in a place where loud noise isn't permitted, or they are noise sensitive. Let customers know that videos and audio are coming so they can adjust the sound first.

40. Don't abandon your branded codes

If you have a beautifully branded QR code with your logo and colors on it, it should scan to something. People want to see what is on the other side if a branded code is still available for scanning. If a promotion is only limited or seasonal, make it clear on the instructions such as, "Summer 2021 Discount Code" so that customers are not disappointed later.

41. Don't forget to add to your business cards

Now, every business card should have a vCard QR code on it to avoid misspelling of emails and errors in phone numbers.

Another great idea for business cards is to include social media QR codes that direct straight to your LinkedIn or any other platforms the business is using for a long-term connection with others in your industry.

42. Don't litter

The wonderful, eco-friendly part about QR codes is the ability to save paper and print. You can make mailers, stickers, and flyers with QR codes, but remember the environment and be kind. Putting stickers on public property and throwing away unnecessary paper after events should be avoided.

43. Don't wait to adjust codes

If there is a mistake or your business wishes to change the content behind the code, do not wait to do so. With Supercode's dynamic QR codes, it's simple to adjust codes quickly, as opposed to static QR codes which are used for information that doesn't change. Supercode's user-friendly platform allows for information to be adjusted at any time and as often as necessary.

44. Don't forget to use your imagination

As QR codes become more commonplace and widely used, QR codes are now being placed in unique and unconventional places. Use your imagination to put QR codes in unusual but visible and eye-catching places. T-shirts, bracelets and jewelry, cufflinks and other men's accessories, artworks, decorative books and home interior decor are amongst the creative places to consider when printing your QR codes.

45. Don't make it too complicated

Going to a restaurant to find a QR code that leads to an ordering system and circles back to a text is too complicated. Not only is a complicated system unappealing to demographics that aren't interested in technology, but no one expects to use a whole software system when clicking a menu. We still need humans to do certain jobs. QR codes should be a route to an easy connection, not a perplexing mystery.

46. Don't forget to cooperate with your designers

Take the design seriously, especially if it's a code you will be keeping around for a while or a huge campaign. If a company has a designer in-house or a department, they should be involved.

47. Don't have a QR code with little purpose on the other side

If your code just says, "Check us out on social media" and you never post anything then people probably won't click on anything else you have to give. On the other side there should be a compelling reason that people have just scanned the QR code. If you want consumers to follow you on social media, you have to post on social media. QR codes will only bring them to your page, they cannot keep them there.

48. Don't ignore branded guidelines

Stick to your branded colors, logos, and fonts. Don't do something completely random. Sticking to guidelines will contribute to the brand's overall image and perception, while ignoring guidelines will make the brand visually weaker and unrecognizable.

49. Don't route customers to cluttered content

QR codes should link to something people want to see. If consumers arrive at a cluttered website that isn't mobile-friendly, then they aren't going to want to utilize your website. Checking the analytics of your other digital tools, such as web traffic and how long people spend on your site, are also necessary for your campaign.

50. Don't stress out

QR codes are a simple way to connect with consumers so you can show them your high-quality content and respond to your audience. They are a way to track how much traffic is coming to your other sites from them and to receive feedback. Since they are easy-to-use and fun to make, they will only be an asset to your digital campaign.

Supercode's amazing QR code generator is the necessary tool to incorporate QR codes into your digital marketing campaign and connect your brand to your customer for a long-term relationship. Simply integrate our easy-to-use and beautifully designed QR codes into your campaign using our 50 Dos and 50 Don'ts advice and enjoy using the technology as a value-added aspect that you and your customers will love.

Any questions? We would love to hear from you! Head to our FAQs section or reach out to us directly at **info@supercode.com**

Supercode