



# Mobile best practices

## Rules of engagement - QR Codes

Before implementing any mobile QR Code initiative it's important to understand why smartphone users scan QR Codes. The key driver of the smartphone boom is convenience and Quick Response codes provide Smartphone users with quick and easy access to information on the go. So in order to maximise the success of any QR code initiative there are some important best practices to follow...

### 1 Call to Action

Always provide mobile consumers with a reason to scan your QR code. A simple instruction such as "Scan here to..." prompts people to take action.

### 2 Deliver what people are looking for

If your call to action is something like "Scan here for our special offers" don't link your QR Code to the home page of your website. Link your code directly to your special offers. This is what your call to action is saying and why people have scanned your code.

### 3 Mobile optimised content

Have you ever visited a website on your mobile that was designed to appear on a desk top computer screen? Everything is too small, links and buttons don't function correctly and you've got to pinch and scroll to try view the content.

This is a common mistake that defeats the purpose of any mobile initiative... CONVENIENCE! It is essential that any mobile QR code is always linked to mobile optimised content.

### 4 Analytics

What's the point of spending time and money on marketing initiatives that you can't accurately measure? GALA Technologies ScanLink and Scan of the Day™ mobile QR platforms provide a comprehensive suite of user-friendly analytics tools that makes any mobile QR code initiative 100% accountable. Live tracking records the date, time, browser type, device type and even the GPS location.

### 5 Size matters

It's important to consider where your QR code will be displayed and ensure that it's large enough to be scanned. As a general rule the minimum size of a QR code should be no less than 1.5cm x 1.5cm and should increase by 3cm for every metre of scanning distance.

### 6 Avoid the most common mistake...

As mentioned in rule No. 3 when it comes to mobile convenience is king. On mobile people want quick and easy access to information on the go. Therefore content must be brief, to the point and easy to navigate on a small screen. A standard website including sites that have been optimised for viewing on a mobile usually have too many pages and too much information for today's busy mobile consumer. Creating engaging mobile content is very easy today with online resources such as [www.scanlink.com.au](http://www.scanlink.com.au)

For more information about our products and services call us in 1300 566 696  
or visit [www.galatech.com.au](http://www.galatech.com.au)



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