



# From Scan to Conversion: A Guide to QR Code Landing Pages



## Bridging the gap

You've probably seen square barcodes showing up everywhere lately. They're on product packaging, at trade shows, on marketing brochures, storefront windows and even boats! These square 2D barcodes are here to stay, and they're going to change the way that your offline marketing intersects with your online marketing.

The beauty of online marketing is that you can track everything and know in real-time what works and what doesn't. It's easier to justify spending a large part of your budget on a PPC campaign, because you can clearly track the ROI. With a subway ad it's not as easy to know how many people truly saw it and how many people glanced but then bounced away. You can ask those who saw the subway ad to remember a phone number or a website, but even if someone was really interested at the time it's hard to remember those things later. In the past, offline marketing asked us to stop what we were doing, to remember something, and to carve out time later to revisit whatever had interested us moments or days ago. With QR Codes this is no longer the case.



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QR codes make it easy for people to interact with your offline ad or product as soon as it grabs their attention. All they have to do is point their phone at the QR Code, click to scan and in that instant the offline experience becomes an online experience. Your prospects can choose to continue to learn more about you now or they can easily bookmark your page and return later. And it's catching on. According to a study by ComScore, QR code scanning increased over 4500% between Q1 2010 to Q1 2011.

QR codes are easy to create and they are easy to scan – a quick online search will produce several free and reliable generators and scanning apps. Any phone or tablet equipped with a camera and bar code reader can scan a QR code. There's no limit to where they can be placed – you can put them anywhere and everywhere you'd like. When scanned, a QR code can display text, contact information, a web page, or transfer a vcard, etc. Most commonly,

scanning a QR code will take you to a landing page and that's where the big opportunity comes in.

## After the scan

What happens after someone scans is critical because **by using a QR code, you've set the expectation that there is something more beyond the ad.** If your QR code just takes someone to your home page, then you've essentially thrown away the chance to form a greater connection with someone. It sounds harsh, but it's true. Something about your ad or product sparked enough interest that someone wanted to learn more about that specific thing, and sending them to your home page is like dropping them off in the middle of New York City when they asked about the Statue of Liberty.



**The secret to successfully using QR codes is to have the code lead to a specific landing page that continues the ad experience.** Sending people to a landing page gives you the chance to make more out of someone's interest. It gives your marketing team unlimited creative freedom in terms of what that online experience is but it also gives you the ability to track what works and doesn't. Your users get a better experience, and you finally have the ability to know with certainty how well that subway ad worked.

Not all visitors are alike. Visitors from an email want different things from a landing page than visitors from a PPC ad. Those coming from the email are looking for a way to convert and get your offer, while someone from a PPC ad still needs to learn a little bit more. Likewise, visitors from QR codes have their own expectations of your landing page. **Here are the ten ways you can make sure that your QR code landing pages meet their expectations:**

### 1. Mobile optimized

If someone scans your QR code with your phone that means that they'll be looking at your landing page with their phone too. You should have both full-size and mobile-optimized versions of your landing page —mobile for in

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the moment, and full-size for if they want to return later. Your experience should render perfectly within their screen without pinching and the amount of content should be simplified to make sense for a mobile screen. As soon as your page loads, you want your user to focus on the content on your page and not become frustrated with resizing a full-size website.

## 2. Your experience needs to “wow”

QR codes set up big expectations. They’re new and cool, so people expect that of you and your page too. This isn’t the right place for long dense paragraphs or bland, boring design. As soon as someone scans it they expect to see something interesting and interactive. Your landing page should make them excited about you and your brand.

## 3. Specific

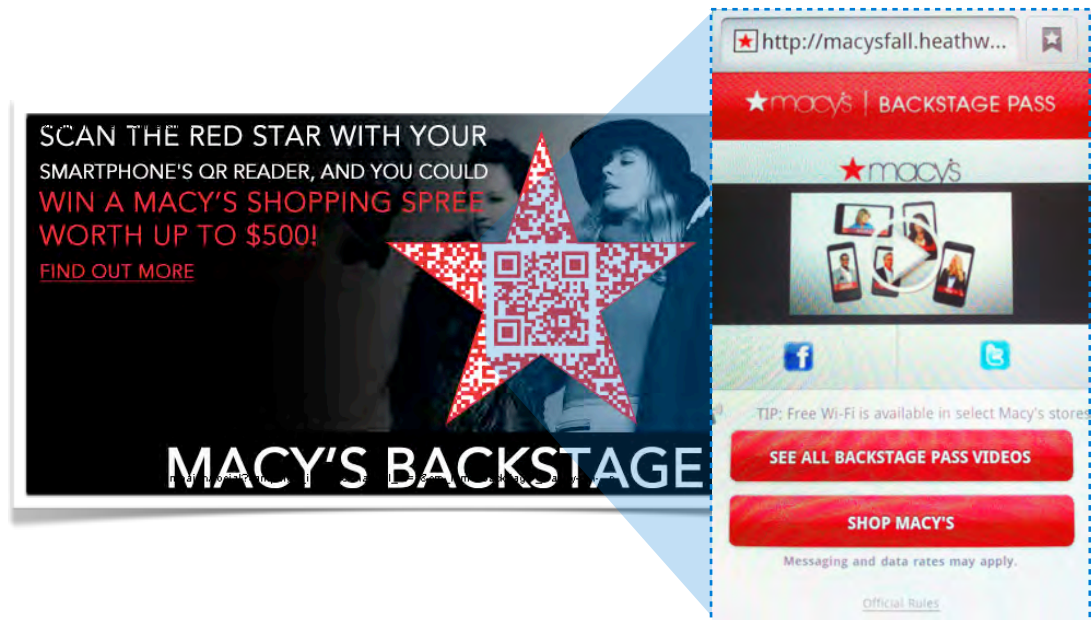
For each QR code you use, you should have a dedicated, specific landing page. This builds on the idea of wowing your visitors. When QR codes have a very specific physical presence, it’s strange for them to link to your homepage or just a general ‘about us’ page. Make QR codes about that moment and about the context where someone found it. If you put your QR code on conference swag, acknowledge the conference on your landing page and provide more information that’s relevant to the topics discussed at conference or to the piece of swag itself.

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## 4. Message matched

Whatever you said in your ad worked, it got their attention, so keep going with it. Your landing page’s language, offer, and visual imagery should match the QR code ad. Doing this reassures people that they are in the right place and helps you keep someone’s interest. Your visitors had to trust your QR code to take them somewhere related to the ad so make it easy for



them to realize that your landing page is a continuation of whatever sparked their interest.

## 5. Make and keep promises

Give people a reason to scan. Some people may scan your QR code just for the heck of it, but relying solely on that is not a long-term strategy that will generate quality leads. Associate a very clear call to action with every QR Code and make someone want to scan your QR code. So if you have a couple QR codes on a product or a store front window make sure those QR codes are accompanied with clear statement about what one will find after they scan. Will they see customer reviews, get a shopping guide or even find a discount? State your offer very clearly before they scan and then give them what they want after the scan.



## 6. Conversion focused

Once someone has come to your QR landing page, there should be a clear path to a conversion. Whether it's a sale, a form fill or watching a video, keep your page focused on getting visitors to that point. Since most visitors are likely to be mobile users it's even more important that you focus on asking your visitors to take one action. Don't clutter the landing page with too many options; keep your page focused on delivering whatever was promised in the ad and on getting your visitor to convert.

## 7. Options for later

Not everyone who scans your QR code is going to want or even be able to stop and take a moment to read more about you or to watch a video. Your page needs to accommodate both those people who are going to take the time to learn more at that particular moment and those that will want to return later. Make it easy for them to remember you and your page. For instance, try having a very short "contact me" form, an "email me more" link, or a "bookmark me" button incorporated into your page.

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## 8. Speed

One of the big differences between the barcode at the grocery store and a QR codes is that QR codes were designed to be easier to scan and quicker in transferring information. This means that they are going to get your visitors to a landing page fast, so you need to make sure that your landing page loads quickly too. Most people who stop and scan your QR code are stepping away from what they were already doing. They don't want to spend five minutes waiting for your landing page; they want to get there now.



## 9. Behavioral segmentation

If you place a QR code on bags at a conference for search marketers then you can speak very specifically to that niche audience on your landing page. However if you're using a QR code just at a general marketing conference then using segmentation can help you create a more specific landing experience. Not every code needs to have segmentation, but think about the foot traffic that will come across this QR code and whether it could help you deliver your visitors a more relevant experience.

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## 10. Strong brand presence

Your QR codes should provide someone with a really cool experience — something that they want to tell other people about. A speedboat at a boat show with a QR code that leads to a virtual tour is a lot more memorable than the other one that just had a fact sheet. If you're spending time creating memorable experiences, make sure that your visitors remember your name too! This will help make it easier for people to remember you later and to tell their friends specifically which boat had this cool tour.

QR landing pages make it possible for you to turn an offline experience into an online experience. Take advantage of it! Create fun, interactive, memorable landing pages for your users and track everything. **Use them as a way for your audience to learn more about you and your product and for you to learn more about your future customers.**

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