The Bootstrapper's Guide to the Mobile Web
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QR Code Marketing Plan Worksheet

Using QR codes in your marketing campaigns can be beneficial, but they can prove disastrous if used improperly. Go forth with a good plan that follows best practices and you can reap the benefits and avoid common mistakes.

This worksheet can help you prepare your QR Code marketing plan. Refer to respective sections of the book for clarification of specific questions.

I. Create Reliable Codes

☐ Choose a reputable service or firm to create and manage your codes. See the book for a list of criteria.

☐ Always test your codes before publishing.

☐ If you plan to run your campaign for a long period of time, scan the code periodically to test its continued validity.

II. Plan for Your Target Audience

If your target audience is not tech savvy, you should provide instructions on how they can scan your QR codes.

Summarize your target market, here:

III. Know Your Goals

What do you wish to accomplish with your QR code campaign?

☐ Drive traffic to your mobile website?

☐ Sell more products?

☐ Increase awareness of a product or service?

☐ Grow your mailing list or newsletter subscribers?

☐ Increase your Facebook fans, Twitter followers, or blog subscribers?

☐ Provide product information?

☐ Improve customer relations?

☐ Provide general information about you or your business?

☐ Offer more information on a topic?

☐ Other?

Be very clear about your objectives so you have a baseline to measure your results against.

IV. Use Best Practices

☐ Deliver what your campaign claims—direct users to a landing page or deliver a function that is relevant to the campaign.

☐ Don't let a link die—if a campaign is over, maintain a landing page that states as much.

☐ Test your finished codes by scanning them on as many different mobile devices as possible.

☐ Make certain your codes direct users to a mobile-friendly website or a mobile-optimized landing page (see the book for more details), where applicable.

☐ Always let a user know what a code does, or where it will redirect them.