

Ultimate QR Code Checklist for 2025 Campaigns



QR Code Basics

- Choose the right QR code type for your goal (URL, PDF, vCard, etc.)
- Ensure your link is secure (HTTPS)
- Use a high-quality QR generator (like Qrizo.com)

Design & Branding

- Use high contrast between code and background
- Add your logo inside the code (test for scanability)
- Include a clear CTA like 'Scan to Save' or 'Scan for 10% Off'

Print Campaigns

- Use a minimum QR code size of 1x1 inch
- Export in SVG or PDF for scalable print quality
- Print test scans before final production

Digital & Social Campaigns

- Ensure the code is visible on screen and in stories/posts
- Add the code to profile bios or link pages
- Overlay QR codes on video content with CTAs

Tracking & Testing

- Use dynamic QR codes to update links later
- Track scans by location, device, and date
- Split test QR code designs or placements

Scan the QR code or visit <https://qrizo.com> to create dynamic, branded QR codes.

