

# QR Call-To-Action Swipe File

A practical copy guide for writing the words around a QR code so people know what they get and why the scan matters.

## WHAT THIS HELPS YOU DECIDE

- Replace vague QR labels with action-specific scan prompts.
- Match the CTA to menus, events, cards, offers, and storefronts.
- Avoid copy that makes a branded QR destination feel untrustworthy.

### FORMAT

**4-page copy swipe file**

### BEST FOR

**Menus, windows, packaging, flyers, cards**

### USE IT

**When writing print copy**

**Create an editable QR page at <https://linkstac.com>**

Use this guide before print, then keep the page behind the code editable after launch.

# Use the QR code like an operating surface, not a static file.

## Name the payoff

A QR code is a request for attention. The label should tell people what they receive after scanning, not just ask them to scan.

- Use a noun that matches the destination: menu, schedule, contact, offer.
- Use time-sensitive words only when the page is actually kept current.
- Keep the CTA under six words when it sits near a printed code.

## Use context instead of hype

The best QR CTA is usually boring in the right way. It reduces uncertainty and tells the customer exactly what action follows.

- For menus, mention the current menu or ordering context.
- For business cards, mention saving contact details.
- For events, mention schedule, room, or live update value.

# A practical scan decision matrix.

## COPY AND CONTEXT EXAMPLES

RESTAURANT

**Scan for today's menu**

Clear, current, and useful at the table.

BUSINESS CARD

**Scan to save my contact**

Explains the immediate post-scan action.

EVENT

**Scan for room updates**

Signals that the page is live and operational.

## PASS / RISK SCORECARD

### Specificity

Pass: The CTA names the destination or action.

Risk: The CTA only says Scan me.

### Trust

Pass: The printed label and page branding feel connected.

Risk: The QR code opens a generic or mismatched destination.

### Placement fit

Pass: The CTA makes sense where the code appears.

Risk: The same CTA is reused across every print piece.

# Make the next print decision visible.

Answer these before approving the next print run or expanding a QR placement.

QUESTION 1

**What does the person get immediately after scanning?**

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QUESTION 2

**What word would make the scan feel useful in this location?**

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QUESTION 3

**Which CTA should be different across menu, card, event, and storefront placements?**

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## FINAL LAUNCH CHECK

- Scan for today's menu
- Scan for current hours
- Scan to save my contact
- Scan for event updates
- Scan before you order

 Turn this into a live QR destination with Linkstac.

<https://linkstac.com>