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A QR code that opens a WhatsApp chat with you: making it and where to put it

WhatsApp & APIs

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A QR code that opens a WhatsApp chat with you: making it and where to put it

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A WhatsApp QR code is just **your `wa.me` link drawn in squares**: whoever points a phone camera at it opens a chat with you, without typing the number. It takes two minutes, costs nothing, and is one of the most useful things you can put in a window, on a counter or on an invoice. Do not confuse it with the QR that links WhatsApp to a computer: that one gives access to your account (**the three QR codes of WhatsApp**).

Making it, step by step

1. **Get the link.** The simplest is the one you already know:

   ```
   https://wa.me/NUMBER
   ```

   where NUMBER is the full number with the country code, digits only. The WhatsApp Business app also has a *short link* with its QR ready-made (**filling in your business profile**).

2. **Add the ready-written message**, if you like:

   ```
   https://wa.me/NUMBER?text=I%20saw%20the%20poster%20in%20the%20window
   ```

   The text goes encoded (spaces become `%20`). The format and the commonest mistakes are in **what goes wrong with wa.me links**.

3. **Generate the QR code** with any online QR generator, pasting the link. Choose a *static* QR, which stores the link directly. Some generators make “dynamic” QR codes, which go through an address of theirs and stop working when the service ends.

4. **Download it as a vector (SVG) or a large PNG.** A stretched or too-small QR comes out blurry in print.

5 **Test with two different phones** before printing: an Android and an iPhone if you can, and at different distances.

Where to put it, and with what message

Where	Tip	Ready-written message (example)
Window or door	Large, at eye level and well lit.	I saw your window and wanted to know more
Counter or menu	Near where people wait.	I am in the shop and have a question
Invoice or receipt	Small, with a sentence to explain it.	I have a question about my invoice
Packaging and products	Link to after-sales or re-order requests.	I bought the product and need help
Vehicle or card	Strong contrast; it must be readable at arm's length.	I saw your card and would like to talk

Look at the third column: **a different message in each place** tells you, with no tool at all, where each contact came from. It is the same idea as the button on the website, applied to paper.

Dark on light, always.
A QR with inverted colours, over a photograph or with a big logo covering the middle fails on many phones. Leave a white margin around it and test on site, in the light that is there.

The QR is only good while the number is yours.
Printed on a thousand leaflets, it points at one fixed number. If you lose the number, you lose all the printed material: **the risks of WhatsApp for business**. Use a company number, not that of a person who may leave.

Put the QR on the website's contact page too.
On a computer it lets the visitor move from the page to the phone in two seconds. For the button on the site, see **putting WhatsApp on your site**.

NEED A HAND?

Want help putting the WhatsApp button and QR on your website? Talk to us.

Open a support ticket →

SEE ALSO

- Putting WhatsApp on your site: the link, the button and the ready-written message
- The WhatsApp link on your site does not work
- Filling in your WhatsApp Business profile
- Ordinary WhatsApp, Business or the Cloud API

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