hey tomo

PRODUCT GUIDE · 5 STEPS

Short links: one tidy link, every tap counted

For posters, bills, chats and your app



Introduction

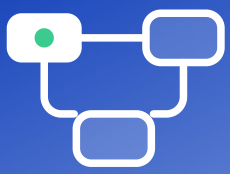
A long web address looks messy on a poster and tells you nothing. A short link is tidy, easy to share, comes with its own QR code, and counts every tap, so you know which poster, post or chat actually worked.

It can also be smart about phones: send people straight to the right screen in your app, or to your app's store page if they do not have it yet.

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STEP
01
Make a link



Open **Engage > Links** and press **New link**.

1. **Where it goes**
   Paste the page it should open: your menu, an offer, a booking page.
2. **A name for you**
   Something only you see, like "Diwali poster, front door", so you can tell links apart later.

A live preview beside the form shows what people will get.

STEP
02
Send phones to the right place



Under **More options**, you can decide what happens on a phone:

- People who have your app open the right screen in it.
- People who do not have it go to your app's page in their phone's app store.
- Your campaign name travels with the tap, so results show up in the right place.

No app? Skip this step. Your link works on every phone and computer.

STEP
03
Share it everywhere



Copy the link for chats and posts, or download its QR code as a sharp picture for printing: posters, standees, bills, packaging and table cards.

Tip

Make one link per place, not one link for everything. "Counter standee" and "Instagram story" as two links tell you which one brought people in.

STEP
04
WhatsApp chat links



Under **WhatsApp** on the same page, make a link and QR code that opens a chat with your business, with a first message already typed, like "Hi, I would like to book a table". Print the ready standee for your counter.

Hi, I would like to book a table for Saturday.

Typed for them, sent by them

Figure 4.1 Sample messages. Names and details are made up.

STEP

05 See what worked



Open any link to see its taps by day, by kind of phone and by where it was opened. Pause a link when an offer ends, and resume it next season, without reprinting.

Good to know

Counting taps does not need anyone's personal details. You see how many and where from, not who.

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Put it to work

Open Engage > Links, make one link for the poster or post you are sharing next, and watch the taps come in.

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