

ignite! Your Marketing with QR Codes!

Another Opportunity To Connect With Customers And Prospects.

You've noticed those strange patterns of dots on labels, literature, and signage. Those are QR codes, Quick Response Codes with value and potential for even the smallest business.

Q. What is a QR code, anyway?

A. QR code (abbreviation for Quick Response code) is a specific two-dimensional code that is readable by dedicated QR barcode readers, camera telephones (smartphones) and webcams. The code consists of dark-color modules arranged in a square pattern on a contrasting background. The information encoded may be text, URL, or other data.

Q. What good are they?

A. The possibilities are mind-boggling. Keep reading.

Q. How do they work?

A. Your cell phone needs a QR code reader, or "app." It takes less than one minute for anyone with an iPhone or Android phone to find and install the reader. Once you have the app installed, just use your phone to take a picture of the QR code.

Q. How is the QR code generated?

A. A number of different websites generate QR codes using information the user provides.

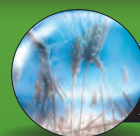
Q. Give me some real-life examples of how QR codes can be used.

- To send the smartphone user to the home page of your website.
- To bring up a customer testimonial on the phone.
- To load a YouTube video on the phone showing a demonstration of your product or service.
- To link to a map showing how to get to your store or event.
- To enter the user in a drawing.
- To obtain a coupon code at checkout.
- To bring up and store contact information.

Q. So what should I have a QR code printed on?

A. Definitely on your business card. We can generate a QR code with your contact information that will store in the user's phone. Also consider:

- On your brochures, product sheets, and flyers to link to additional



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information, perhaps even a video.

- On every page of your catalog, linking to demonstration videos and additional product information.
- On FusionRepositionables to give the smartphone user instant access to your contact information or website.
- On your newsletters to provide additional information on a topic.
- On Hero Cards to direct sports fans to your website.
- On product packaging.
- On stationery (envelopes and letterhead) to give easy access to your web pages.
- On direct mail pieces (postal regulations apply).


Q. So what does all this cost?

A. Nothing. We will generate QR codes and print them on literature and forms you order from us at no additional cost.

Q. Why is all this important? What will it do for me?

A. In any economy, and especially this one, we must take advantage of every opportunity to promote our products/services to our customers and prospects. Quick responses to interested parties matter. QR codes offer the opportunity for us to have a second chance to show the prospect the value of what we are selling.

Experts estimate that by December 2011 one of every two Americans will have a smartphone, one that will access the internet and have all kinds of other capabilities. One way to take advantage of that trend is for your company or organization to use QR codes. Begin by putting QR codes on all your printed materials.



“I just scanned a code that was printed on a DVD movie case. It took me to an exclusive preview of the movie inside!”

**Want to learn more?
Call us at (620) 793-6351.**

TRY THESE



Scan this code and watch a video showing our high-definition printing process in action.



Scan this code to see and read about our quality calendar products. Linked directly to our Calendar Catalog from www.goldenbelt.com/2011-CalendarCatalog.pdf



This code will take you to a Google Map showing our precise location.

We hope the samples shown here will inspire you to be thinking how these codes can help your business.

