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Ken Owens Presents:

Persuasion Marketing Using QR Codes.

*Harness The Rise In QR Code Awareness
To Promote Your Business!*

www.PersuasionMarketingExperts.com



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Use Cutting Edge Technology To Promote Your Business And Educate Your Customers

*QR Codes Will Change The Way You Are
Currently Marketing Your Business*

Be The First

One of the keys to Persuasive Marketing is being the first at something and being able to promote that unique quality to your customers. By implementing the information found within this report, you can be the first in your market segment to use QR codes and show your customers you are always on the forefront of emerging technologies. Information is power and now you can flex your power with the addition of this new marketing tool.

Where Did These Funny Looking Things Come From?

QR stands for ‘quick response’ codes. These codes were developed in the early 1990’s by one of Japanese Automaker Toyota’s subsidiary companies in order to expedite automotive component parts tracking capabilities. This newer two-dimensional code is a step-up from the more traditional one-dimensional barcodes and stores much more information within its matrix. These codes are in operation at many places:

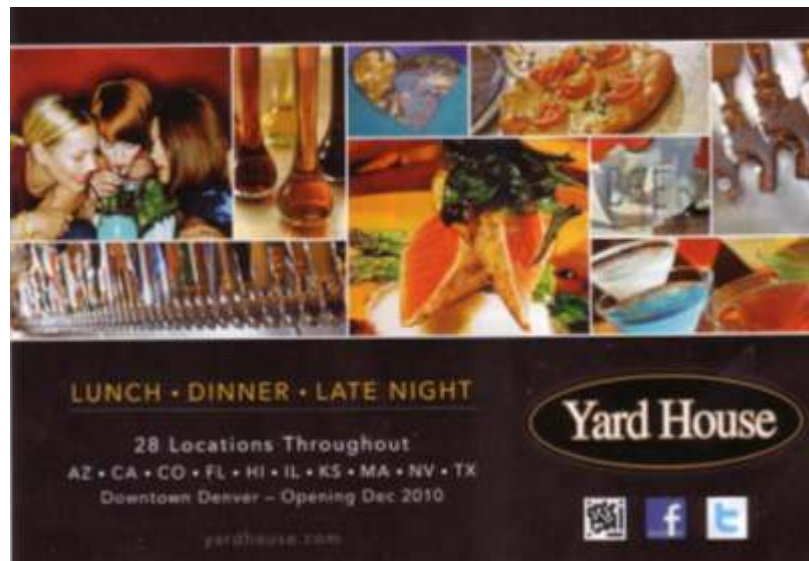
- US Post Office as the printed barcodes for sorting letters
- UPS tracking for package shipping
- Manufacturing applications for product tracking

- Marketing applications in product advertising to drive customers to your website, landing page, or video link
- Airplane boarding passes to scan as you board a plane to verify you get on the correct flight
- Trade show name badges with all your embedded contact information so booth personnel can scan and send you follow-up materials

A New Way To Advertise Your Products And Services

"Change takes but an instant. It's the resistance to change that can take a lifetime." ~Hebrew Proverb

As you become more aware of these new codes in marketing and advertising, you will start to see them popping-up everywhere. While flying on Southwest Airlines the other day, I found the below advertisement in their in-flight magazine. You can see the QR code next to the Facebook and Twitter logos:



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Here are some examples of different ways to start using QR codes in your business:

- Author – code on the back of your book to drive readers to excerpts from your other books.
- Musician – code on the back of your CD to direct listeners to a video selection of you playing live or to a catalog of your music.
- Entertainer – code on your headshot and resume with link to your demo video.
- Business Owner – code on your business card, direct mailing flyer, and yellow page ad with link to a special coupon for each different form of advertising.
- Restaurant – code on the window of your establishment with link to menu and hours of operation or a special coupon.
- Home Repair Business – code on the sides and rear of your business vehicle with a link to non advertised specials.
- Any Business – code on your advertising specialty products as give-aways to your prospects and clients.
- Be creative....Think where else you can use them!

What Information Can You Store On A QR Code?

Unlike the traditional one-dimensional barcodes where you have to pay someone to generate your numeric code, QR codes have an open source generator and you can do it yourself for free on the Internet – just Google *QR code generator* to find numerous options for making your own code's matrix.

The following are three code generator sites that I have used:

<http://qrcode.kaywa.com/>

The generator for this site allows you to enter – text, url, and/or a phone number.

<http://zxing.appspot.com/generator/>

The generator for this site allows you to enter – your name, company name, phone number, email address, mailing address1, mailing address2, website url, and additional memo text.

<http://www.qrstuff.com>

This site is really cool because it lets you change the colors in your code along with being able to batch process up to 500 codes.

I personally like the second generator listed because it allows you to embed much more information into the code's matrix. Most sites allow you to select which size code you would like as a finished graphic – S(small), M(medium), or L(large). The QR matrix listed on the cover of this report was generated by the second option and includes my name, my email address, and my main website's url.

How Do I Scan One Of These Codes?

QR codes are gaining rapid popularity with Smartphone users. Most Android, Nokia, and Blackberry phones now come equipped with QR code readers already installed. This is one of the main reasons why these codes are growing in popularity – anyone with a Smartphone with a camera can now scan, import, and instantly access that information found within the code's matrix. You can download a free app to scan if your phone does not have one pre-installed – for example, ScanLife.



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Case Study – You are walking down the street and you notice a billboard for a cool new restaurant. You hold your cellphone up toward the billboard and take a picture of the QR code displayed in the advertisement. The software on your phone instantly takes you to the website for that establishment so you can view their menu, check hours of operation, AND get GPS directions from your current location. PLUS, there is a coupon for a free appetizer downloaded to your phone. All of these capabilities plus much more are all embedded into that funny looking black and white square matrix.

Why Are So Many Marketers Jumping On The QR Code Bandwagon?

Many advertising and marketing companies, especially Internet marketers are seeing the future growth potential using QR codes and are becoming early adopters. Rumor has it that Google is already looking into the possibility of including QR code embedded data into future SEO and website rankings. If you add your own QR code graphic to the homepage of your website today, Google will see that as an updated change and look favorability toward your site, even though the technology isn't in place yet for Google to 'read' the embedded data on that code – but that is coming.

Outputlinks.com recently made this statement about why marketing professionals are loving QR codes:

“...it is giving them the ability to measure response rates with a high degree of precision, thus allowing for easier ROI (return on investment).”

Your Next Steps

- First - go to one of the free code generator sites and create your own QR code graphic.
- Second – download and save the code to your computer and place that graphic on anything that you can think of!
- Third - update your cellphone with QR code technology so you can start receiving the benefits whenever you see a QR code!
- Finally - contact my friend Stefanie Zaks who is a Branding Specialist. Let her bridge the gap between the physical world and the digital world with your promotional products. Ask for her assistance on advertising and marketing products which would fit your line of business. She is an amazing resource on how you can incorporate a QR code into your company's marketing campaigns.



Stef's contact information QR code



Stef's website QR code

Stefanie Zaks

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I Am Anxious To Hear Your Creative Applications For QR Codes

Let me know how you incorporate this new technology into your business!

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About Author – Ken Owens

Ken Owens brings the latest in marketing trends, plus the tried and true proven strategies to your business. Ken is a human potential consultant in the areas of motivation, persuasion and sales consulting. He has over 18 years of corporate, small business, and non-profit management experience and was a corporate annual \$1 million sales producer.

“If you’re looking for a speaker or trainer for your sales, marketing, HR, or even IT team, Ken Owens might just be your best choice. A strong reputation for getting results not just giving a seminar makes Ken uniquely qualified to help your group learn to persuade others quickly, ethically and elegantly. Ken knows more about influence, persuasion and selling that just about anyone I’ve ever met. More importantly, he transfers usable skills in a very short period of time.”

~ Kevin Hogan, Author of *The Psychology of Persuasion*

Here Are Examples Of QR Codes In Business Applications

