

THIS MONTH INCLUDES

- Welcome!
- What is a QR Code?
- How To Use QR Code
- Featured Service
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MONTHLY SPECIAL



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OCTOBER 2011

HAPPY HALLOWEEN

QR CODES ARE HAUNTING THE BALANCELOGIC INSIDER!

One of the hottest new trends in marketing right now is the use of Quick Response (QR) codes. What does a QR code look like? What does it do? How can it help my business?

Read articles below to get more information about QR codes and how they can help expand your marketing for business!



INTERESTING INFO

What is a QR Code?

Recently you have been noticing these black and white boxes on advertisements all over the place wondering what the heck they are. They are next big thing in marketing, known as QR Codes.

QR Codes (Quick Response Codes) are applications built to be used on smartphones. Originating in Japan by the company Denso, QR codes started as a tracking system for vehicles during production. They work very similarly to the bar-code scanner, but your smartphones camera is the scanner. QR codes can take you to a website link, promotions, coupons, add a number to your phone or even add an e-mail address.

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Test out all the QR Codes in this newsletter with your smartphone and see where they take you!



QR Generator: [Kaywa](#)
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We are very interested in hearing feedback on how we can make *The BalanceLogic Insider* more valuable.

Please let us know what you expect from this newsletter each month by sending an email to:

info@balancelogic.com

They can be found just about anywhere now, including magazine ads, TV, websites, mail, and posters.

Wondering what it costs to scan or make these codes? Not a thing! That's right, they are free to use. In our free resource section there is a link to generate a QR code, so get started today!

MONTHLY TIP

How to Use a QR Code

Step 1: Smartphone. To be able to use a QR code, you must own a smartphone, such as an iPhone, Android Phone (ex. Droid) or a Blackberry.



Step 2: Download App. Next you will need to go to the Android Market, the AppleApp Store, or the BlackBerry App World to download a free QR code scanner for your device. There are many to choose from in each market, so your options are not limited.

Step 3: Scan Code. After your application has been installed on your device, open the QR code scanner. Point your phone's camera at the QR code. The application will use your device's camera to scan the code, just like a barcode scanner. Depending on the application, either a link will appear for you to click or it will automatically take you to where the QR code is pointing.

And that's all there is to it! QR codes are great for taking you to coupons, landing pages and company websites. They can also initiate SMS, audio, and video. The uses for the QR are endless.

FEATURED SERVICE

QR Code Creation

Need help in figuring out how to make and implement a QR Code into your marketing material? Let BalanceLogic help you incorporate a QR Code with all your marketing material, such as brochures, business cards, etc.

[Contact Us](#) to learn more!



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