



Presents Mobile Marketing

QR Barcodes



“Smart Ideas for Smart Phones”



Presents Mobile Marketing

- **Introducing QR Barcodes**
- **Mobile Marketing Trends**
- **Types of QR Barcodes**
- **Creating Barcodes**
- **Saving Your Barcodes**
- **Barcodes In Action**



What Is a 2D Barcode?



**A barcode containing data high and wide.
Scanned with FREE smartphone apps.
Programmed to do a specific function.**

- Go to a URL
- Get tracking “count the number of scans”
 - Dial a phone number
- Find location and GPS directions on Google map
 - Import Contact info into your phone
- AND MORE!

Web Search Interest: qr codes

United States, 2004 - present

Categories: [Science \(10-25%\)](#), [Business \(10-25%\)](#), [Computers & Electronics \(0-10%\)](#), [more...](#)

Interest over time

Forecast [?](#) News headlines

[How can I see numbers?](#)

January 2007



The last value on the graph is based on partial data and may change. [Learn more](#)

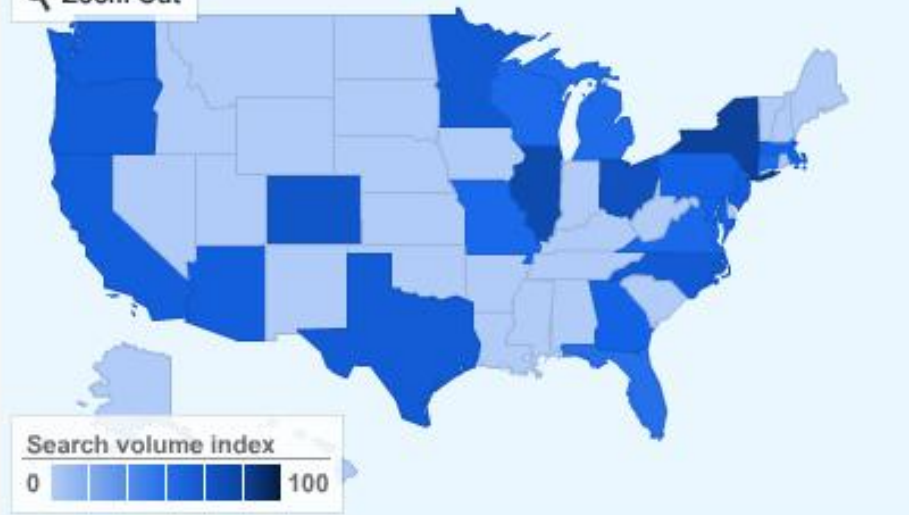
[Embed this chart](#)

Regional interest

[?](#) [Subregion](#) [Metro City](#)

1. New York	
2. Illinois	
3. Ohio	
4. District of Columbia	
5. Colorado	
6. Minnesota	
7. North Carolina	
8. Texas	
9. Oregon	
10. Washington	

[Zoom Out](#)



[View change over time](#) [?](#)



Who is Already Using Them?

Addidas

AT&T

Best Buy

Calvin Klein

Detroit Red Wings

Facebook

Fox

GMC

Google

Heineken

Starbucks

Target

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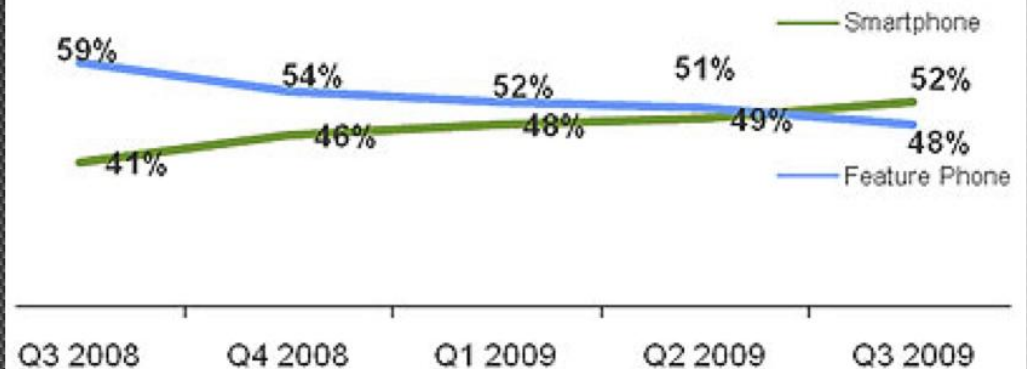
Mobile Marketing Trends

- The smart phone industry currently has 60 million devices in service. In 2011, smart phones will out number non-smart phones.

- FREE scanning apps are innovating how barcodes can be used.










Smartphone vs. Feature Phone Share Among Internet Users



Source: The Nielsen Company

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Mobile Marketing Trends

	URL Tracking	Links to a web site and get tracking reports
	URL	Links to a web page/landing page
	GPS Map	Pinpoint accuracy on Google Maps with driving directions
	Phone Number	Automatically dials a phone number
	Vcard	Automatically imports contact info
	Text Message	Barcode contains a message. Slogan, information, coupon...
	Custom Logo	Insert a logo inside the barcode

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Why Use QR Barcodes?



- It's a link that you scan when you can't click
- Link is kept in phone app history
- Faster than manually typing in a link
- Free barcode scanning apps make this fun and easy to do





[Your Barcodes](#)



[Text](#)



[Phone](#)



[Url](#)



[Tracked Url](#)



[VCard](#)



[Map](#)

You Have 4 Credits Available.

URL Code

Url to encode

Create



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Maps and Directions

- Scan the barcode - let the phone do the work
- Fills in the destination for you
- Use current location, and your phone will generate directions from where you are
- Quickly view a map or get directions from your current location



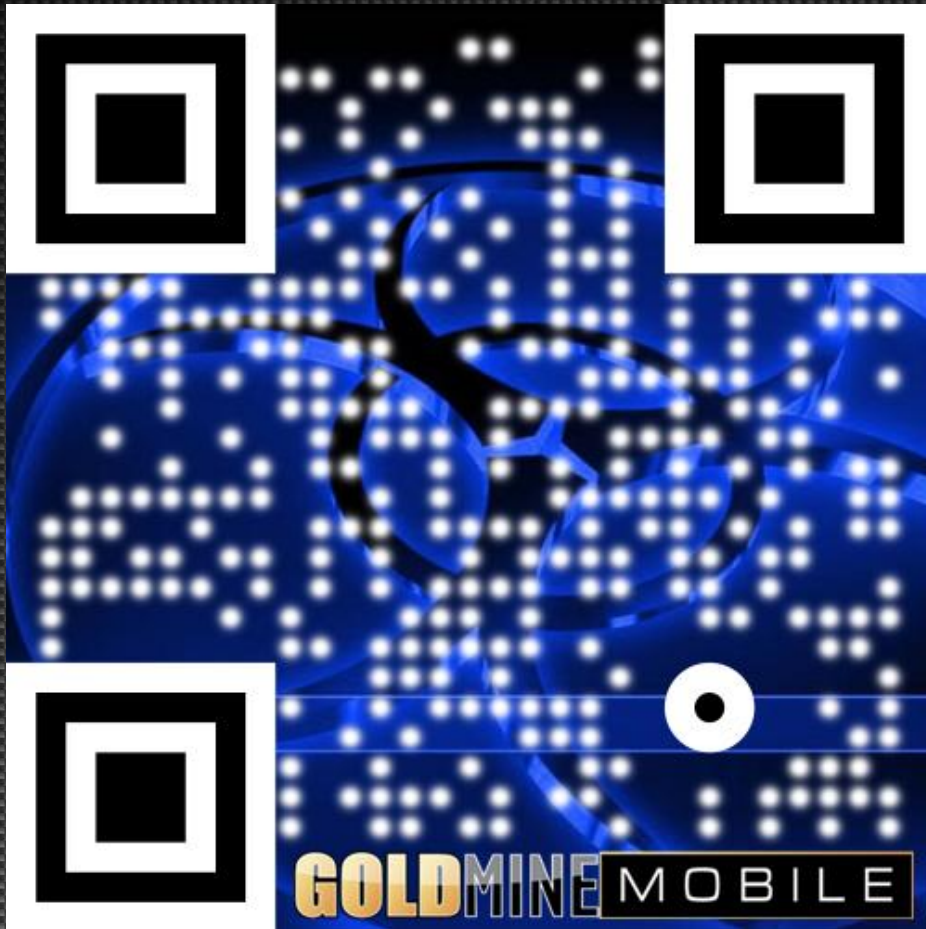
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Contact Card

- Scan the barcode - let the phone do the work
- Name, Company, Phone, Address 1, Address 2 Email, Website, and text can be entered
- This contact entry saves in your phone's address book along with your other contacts

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Custom Barcodes

Go to Goldminemobile.com

Make a barcode and upload
Graphics to start customizing!

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Saving Barcode Options

File Size	Average Size (pixels)	Size Factor
"Tiny"	24x24	1X
"Small"	48x48	2X
"Medium"	96x96	4X
"Large"	192x192	8X
"Extra Large"	384x384	16X

Save filetypes as:

.Jpeg

.Png

.Gif

.Bmp

.Tiff

Mobile Interfaces

Scan a QR barcode to link to a mobile landing page. Mobile landing pages load fast and are easy to navigate on mobile phones. Mobile landing pages can be a short summary of your website or a modified version of your site for mobile.

GoldMine Dezine has a cost affective solution for your mobile interface needs.





Thank You

Visit www.goldminedezine.com

