

## Here's the Scoop

Here's a link in case you were wondering where the famous people stack up in their Twitter Followers, Following, and Updates

<http://twitaholic.com/>.

Place a free ad at this site <http://www.phinditt.com/promote.php>

Recently I traveled to Europe, which forced me to evaluate incoming automatic emails due to the expense of retrieving these on my cell phone and limited time available at my laptop. I found this to be a good exercise since it had been awhile since I evaluated the "value" of these emails that take up time every day, so my evaluation included: frequency versus value since they use my time and an evaluation period of 4 months or 6 months if I was on the fence regarding their value. Is it time for you to review yours?

*"It takes considerable knowledge just to realize the extent of your ignorance."*

Thomas Sowell

## Challenging Search Results Let's Save Trick or Treating for Halloween

When you search for your trademarks or other copyrighted materials are you finding images and links that don't belong to your web site or have anything to do with your products or services?

Unfortunately this is occurring more, especially to those companies that appear in online press releases, RSS feeds, and well-established web sites.

However, you can investigate these and find out if they are using your trademarks or copyrighted materials. If so, a nice reminder asking them to kindly remove the materials or change it, is a good first step and shows you care about your intellectual materials.

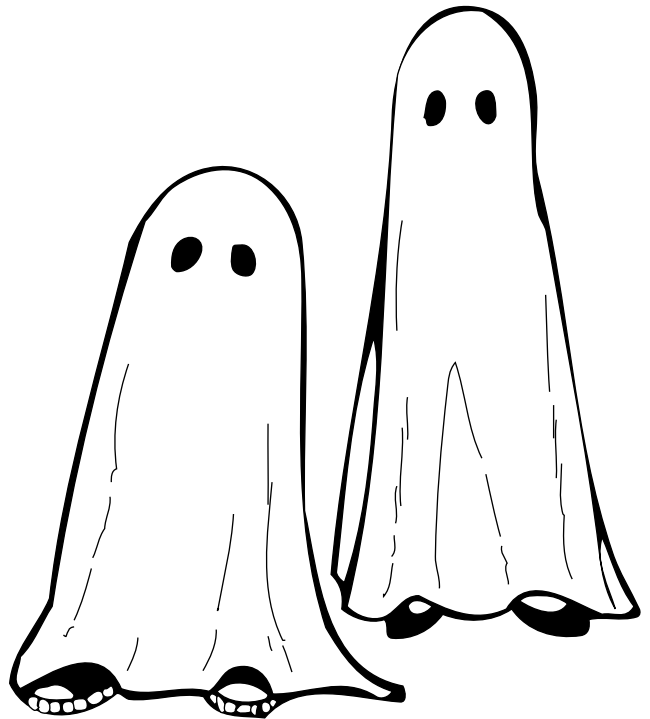
Some of these are from labels on images that you may not see unless you run your mouse over the image or review it in Google Image Search. Others are from auto-blogging software that they or someone they hired is using.

It's very common for people to not understand this or to be defensive because they have hired someone to perform this task and thought they hired a professional to manage their marketing.

However, you as a company owner have the responsibility of understanding these tools and what they can or cannot do, and how it aligns with ethics, regulations, policies, or laws.

Auto-blogging is defined as software or plug-ins that automatically scan the Internet reviewing press releases, white papers, web sites, and RSS feeds (Real Simple Syndication feeds which automatically notify you when new information is posted related to your specific interests). The auto-blogging program will download content automatically into your blog online, some go as far as to rearrange the copy, or just use a portion of it such as a headline and replace the original links with a new link.

People are attracted to these programs because it keeps their blog site re-



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Challenging Search Results... continued

freshed, uses key search terms to gather targeted audience momentum and saves them time. However, what these programs cannot do is distinguish between copyrighted materials and non-protected materials. Google is not fond of these reposting programs for several reasons.

Auto-blogging programs can get you banned from Google AdSense, your webhosting company, black-listed by Google, or worse.

So make sure you investigate marketing and advertising tools prior to purchasing them and if you are on the receiving end, follow-up in detail and review these online to protect your company and advertising/marketing expenditures.

Keep in mind that some copy an auto blogging program may use has been paid for by the original owner in time and money, therefore this is not free content for anyone to use as they like.

## So Where Do Those QR Codes Belong?

Okay, so you have now noticed QR (Quick Response) codes showing up throughout trains, airports, buses, park benches, posters, newspapers, etc. But who is scanning these the most and where?

According to a comScore study of mobile QR codes, these codes are being scanned primarily at homes (58%) and non-grocery retail stores (39%) by upper income young to middle-aged males. They are scanning printed materials such as newspapers and magazines (49%) and product packaging (35%).

For the details you can go to this link:  
[http://www.comscore.com/Press\\_Events/Press\\_Releases/2011/8/14\\_Million\\_Americans\\_Scanned\\_QR\\_or\\_Bar\\_Codes\\_on\\_their\\_Mobile\\_Phones\\_in\\_June\\_2011](http://www.comscore.com/Press_Events/Press_Releases/2011/8/14_Million_Americans_Scanned_QR_or_Bar_Codes_on_their_Mobile_Phones_in_June_2011)



I wonder if anyone is using one to link to his or her eHarmony page?

QR Codes can provide additional information to customers when you can't be available 24/7 or the space and time are limited. Individuals that scan these codes will very often review them at a later more convenient time, which makes them unique promotional tools.

Can you add value or additional hours to your customer service and sales by using these with a solid link?

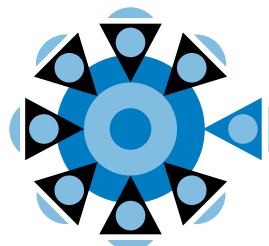
## Recent Marketing Assignments

- Generated New Company Names
- New Domain Names
- Website Copy
- Research Online
- Brand Monitoring Online
- Strategic Plans
- Marketing Tactics
- Presentations

Contact me today for these and other Guerrilla Marketing Services!

### Great Uses of QR Codes on:

- Packaging to show other uses, other products, additional sizes, colors, and models, new product features, what products it fits-linking to website pages or videos, instructions.
- Commercial building rentals to show the interior
- Tourist information so they can link to their specific language for details
- Beverages and food items for additional recipes or for upcoming new products
- Vehicles for business promotions
- Promo page/ad linking to a gallery of past work or suggestions for the product's use
- Resumes for references, portfolio of work, etc.
- Designs to show before and after in detail



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