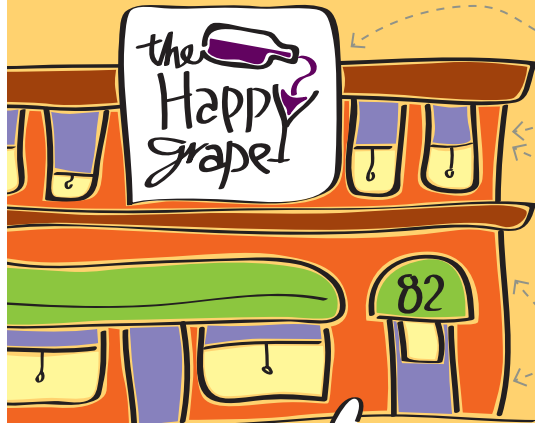


# Scan-to-Join Action Planner



**Scan-to-Join** makes it a snap for people to sign up for your email list by scanning your QR code using their mobile phone. Want to get in on the action? Grab a few of these ideas to **get Scan-to-Join going for you!**

## 1. How to **PROMOTE** your QR code:

- At your point-of-sale terminals
- On your receipts or invoices
- On shopping-bag flyers
- In your booth at tradeshow, conferences, craft shows, farmers markets, or local fairs
- In your print ads
- In your storefront window
- On your product packaging
- On the sides of your service trucks, delivery vans, and parade floats
- On closed circuit televisions
- On table tents at events or restaurants
- On buttons or t-shirts for sales associates
- On the last slide of your PowerPoints
- In any event handouts you provide
- On all your business cards, brochures, stationery, menus, etc.

Which ones work for **YOUR** business?

## 2. How to get prospects **HOOKED** in:

- For a chance to win a prize
- To get a free gift or VIP access
- For event presentations and materials
- For a discount good only for today/this week/this month
- For a free appetizer, dessert, refill, or bump up to the next size
- For a special consultation
- Buy one, get one free offers
- Pre-sales or early event registrations

## 3. How to keep the **CONVERSATION** GOING:

- "Get insider details of our next event"
- "Take this survey and tell us about your experience/purchase"
- "Give us your suggestions"
- "Hear about our upcoming specials"
- "Get this limited-time offer/unadvertised benefit"
- "Get proven tips on ..."
- "Get updates about ..."
- "Get recipes from..."
- "Learn how to..."