



@PrintersMag

I'm joined today with [@johnfoleyjr](#) CEO of Grow Socially / interlinkOne. Follow us both or search [#print](#) [#qr](#).

Thanks for tweeting with us John [#print](#) [#qr](#)



@johnfoleyjr

[@printersmag](#) Thanks for having me today. [#print](#) [#qr](#)



@PrintersMag

[@johnfoleyjr](#) what are successful [#print](#) shops, that you are working with doing right now? [#qr](#)



@johnfoleyjr

[@printersmag](#) They are offering mktg services, really practicing multi channel cross media marketing [#print](#) [#qr](#)

Most successful have diversified their businesses and positioned for stability and long term growth [#print](#) [#qr](#)

This diversity could be adding fulfillment or mail services, but successful folks have seen growth in offering marketing services [#print](#) [#qr](#)

The best have looked at the appropriate resources needed to do this – Readdressed business plan [#print](#) [#qr](#)



@PrintersMag

Has social media expertise and usage become a must for printers? [#print](#) [#qr](#)



@johnfoleyjr

[@printersmag](#) YES! I think it is an effective channel and their customers and prospects are there. How can they not be there? [#print](#) [#qr](#)



@PrintersMag

[@johnfoleyjr](#) as an active twitter user who do you follow in the [#print](#) industry and why? [#qr](#)



@johnfoleyjr

[@printersmag](#) - Many folks – here are some [@pstrack](#) [@mbossed](#) [@WhatTheyThink](#) [@SorrentoMesa](#) [@PrintedProof](#) [@vegas_baby](#) cont.... [#print](#) [#qr](#)

[@printersmag](#) – cont... [@margiedana](#) [@sirspeedy](#) [@adampeck](#) [@toughloveforx](#) & [@DMnews](#) that come to mind. [#print](#) [#qr](#)

An example is [@MBOSSSED](#) He provides great commentary and articles on how print can utilize other channels and technologies [#print](#) [#qr](#)

[@toughloveforx](#) a retired printer, w/a tremendous passion for education. Prolific tweeter... you want to read all of his tweets! [#print](#) [#qr](#)

[@toughloveforx](#) engages in conversations and posts articles that cover a wide-variety of topics: print, marketing, education [#print](#) [#qr](#)

And [@DMnews](#) has great resources for Printers with Case Studies, examples, best practices [#marketing](#) [#print](#) [#qr](#)



@PrintersMag

[@johnfoleyjr](#) QR Codes are becoming a big part of your business. What is your favorite reader and feature? [#print](#) [#qr](#)



@johnfoleyjr

Quick Mark and Autoscan. [#print](#) [#qr](#) [@printersmag](#)



@PrintersMag

Who's using QR codes? [#print](#) [#qr](#)



@johnfoleyjr

[@printersmag](#) a few examples that made a big splash are Iron Man 2, Canada's Tourism Dep. NBA and MSG [#print](#) [#qr](#)

[@printersmag](#) Iron Man 2 – A poster featuring Robert Downey and a QR Code was used heavily in their promotion. [#print](#) [#qr](#)

Canada recently ran a major ad in newspapers in Boston, Chicago, LA, New York, and other cities. [#print](#) [#qr](#)

[@printersmag](#) they used QR codes to pointed to videos, others to special offers and discounts. [#print](#) [#qr](#)

The NBA used them at the All-Star game in Dallas. People could scan the QR Code to be eligible for prizes. [#print](#) [#qr](#)

Finally Madison Square Garden is currently doing a QR code campaign with their dinosaur exhibit. [#print](#) [#qr](#)

[@printersmag](#) One more! - Arkansas Tourism uses them in state parks [@denajill](#) manages the QR's for them. [#qr](#) [#print](#)



@PrintersMag

Great examples [@johnfoleyjr](#) [#print](#) [#qr](#)

How about the most successful QR campaign? [#print](#) [#qr](#)



@johnfoleyjr

The movie 9 stands out. It was one of the first major movies to use QR Codes in their promotion, and to get a lot of attention. [#print](#) [#qr](#)



@PrintersMag

[@johnfoleyjr](#) What is interlinkOne's QR code 'advantage'? [#print](#) [#qr](#)



@johnfoleyjr

[@printersmag](#) our measurement tools (dashboard) with a URL shortening service built in. Bulk Personalized QR codes can be created [#print](#) [#qr](#)



@PrintersMag

Shifting gears a bit. Lets talk about web-to-print. [#print](#) [#qr](#)

[@johnfoleyjr](#) can you provide an industry snap shot of what print-buyers want from web-to-print? [#print](#) [#qr](#)



@johnfoleyjr

easy to use software solution that allows for easy set up for customers to make purchases over the internet. [#print](#) [#qr](#)



@PrintersMag

What is driving web-to-print sales? #print #qr



@johnfoleyjr

@printersmag its easy to use and cost effective #print #qr



@PrintersMag

What is interlinkone's web-to-print advantage? #print #qr



@johnfoleyjr

Integration of webtoprint with multi-channel marketing tools Without these tools u lose out on opps and non-integration -costs \$ #print #qr



@PrintersMag

Our final topic for today...twitter #print #qr

What advice can you give to print shops about establishing a twitter account?
Individual or Corporate identities? #print #qr



@johnfoleyjr

@printersmag have both. They need to know how to properly set up pages to get the most bang for their TIME!. #print #qr

@printersmag Start with Strategy/plan, then tactics! Do not just create a twitter account. cont. #qr #print



@johnfoleyjr

@printersmag ...cont.... You need a plan. @growsocially is a good resource #print #qr



@PrintersMag

Are printers converting twitter activity to real leads? #print #qr



@johnfoleyjr

not sure yet. For the most part they have no strategy and aren't really using it properly - yet. #print #qr



@PrintersMag

Last questions. Why should we follow your twitter account? What can we expect to read? #print #qr



@johnfoleyjr

Get up to date & current info on prospecting, marketing & how to grow your business using online marketing including #socialmedia #print #qr

I share info to help printers. They can immediately put the info to use to sell more things. #print #qr



@PrintersMag

Please feel free to pose your own questions or thoughts about any of today's topics to @johnfoleyjr or @growsocially #print #qr