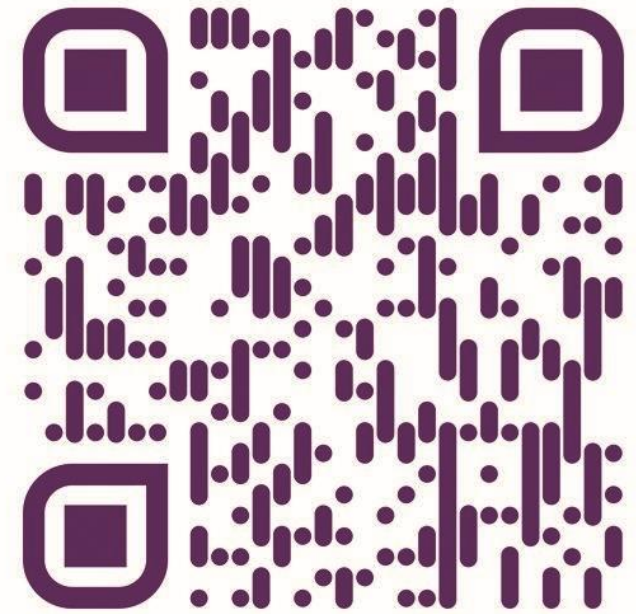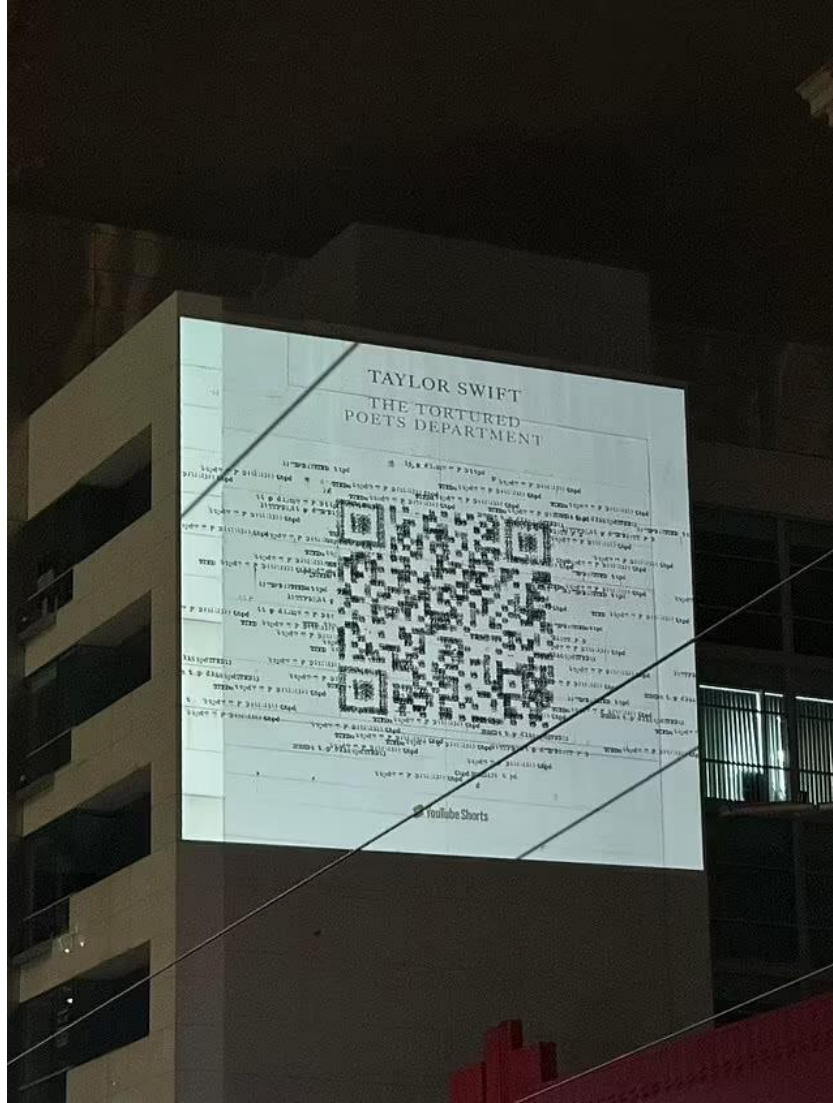*Bridging Realms* **QR CODES + A.I.**

- **Potential hiding in QR Codes.**
- **AI to supercharge your marketing.**
- **Chat GPT prompts.**
- **5 Rules to Remember.**

scan 'n' bag
your FREE
digital swag

by

artifex®

TAYLOR SWIFT
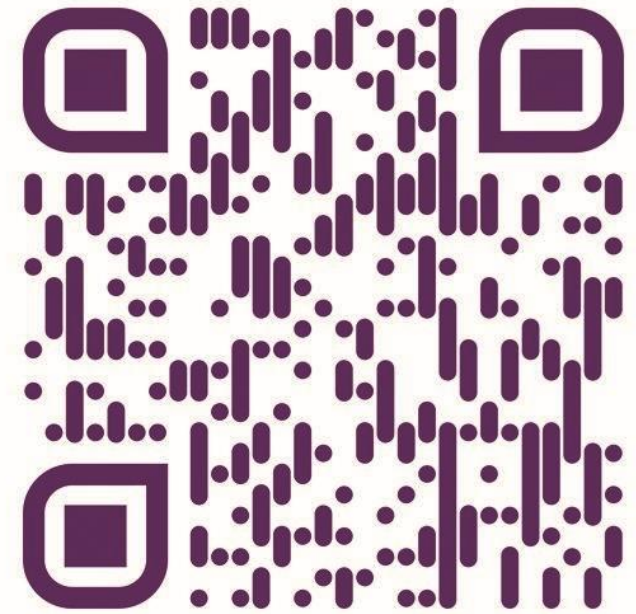THE TORTURED
POETS DEPARTMENT

YouTube Shorts

QR Codes

- **A square symbol containing information that's readable by the camera on a mobile device.**

- **A scannable form of a short link.**

- **A link that can do more than send you to a URL.**

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Where to get QR Codes

- **bitly.com**

- **qrcode-monkey.com**

- **Customise with logo, brand colors, unique patterns and frames**

- **Metrics: clicks, geographic data, top referring channels**

- **Free plans (Metrics + is paid)**

- **Branded templates (eg Facebook)**

- **Includes high res for print**

QR Can Do So Much More
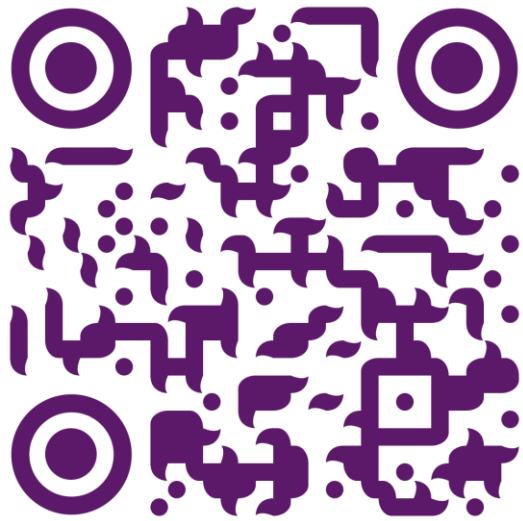
Google Reviews   Event Details   Send SMS   Text Search
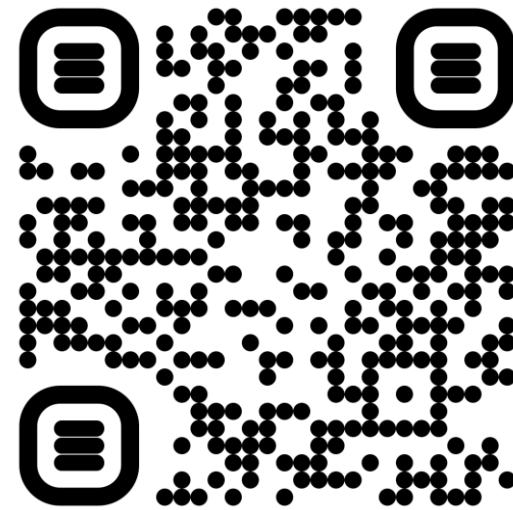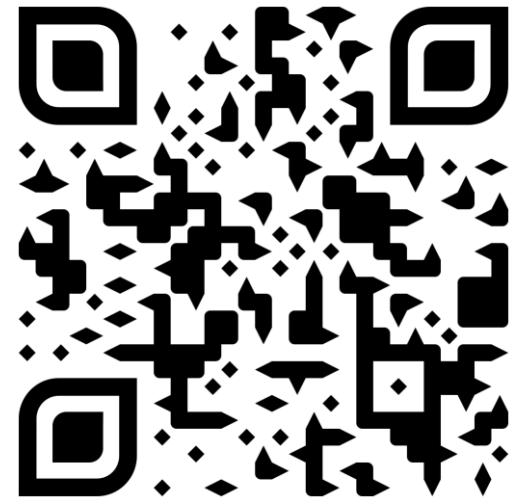
QR Can Do So Much More

Send Email
Preconfigured

Open PDF File
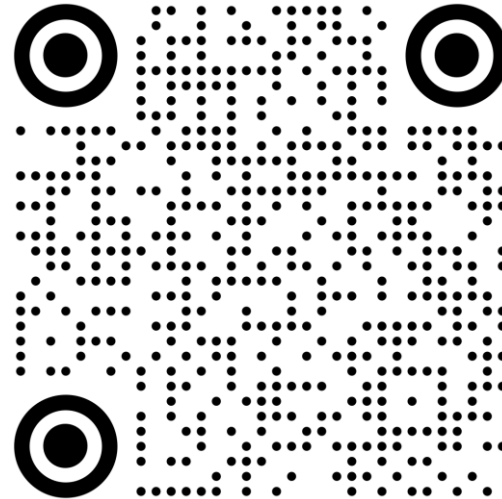
Location / Map

V-Card
Adds contact
details to phone

QR And Even More

- **Phone Call**
- **Connect to Wifi**
- **Send Bitcoin**
- **Image Galleries**
- **Video**
- **Ratings, Feedback...**

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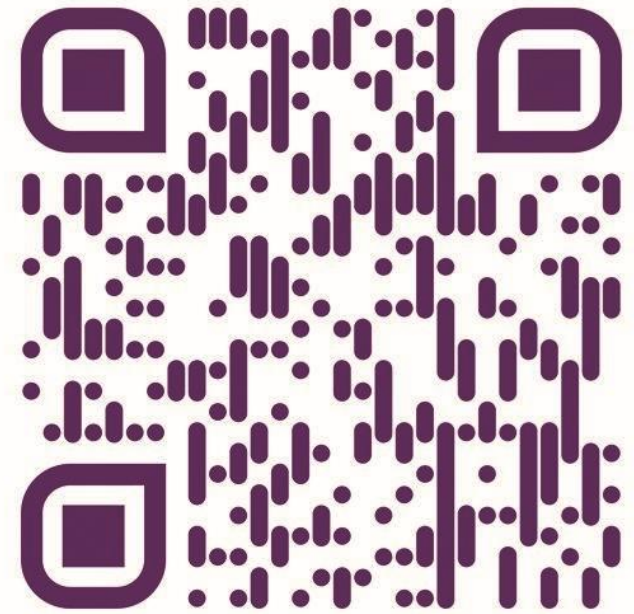
by
artifex®
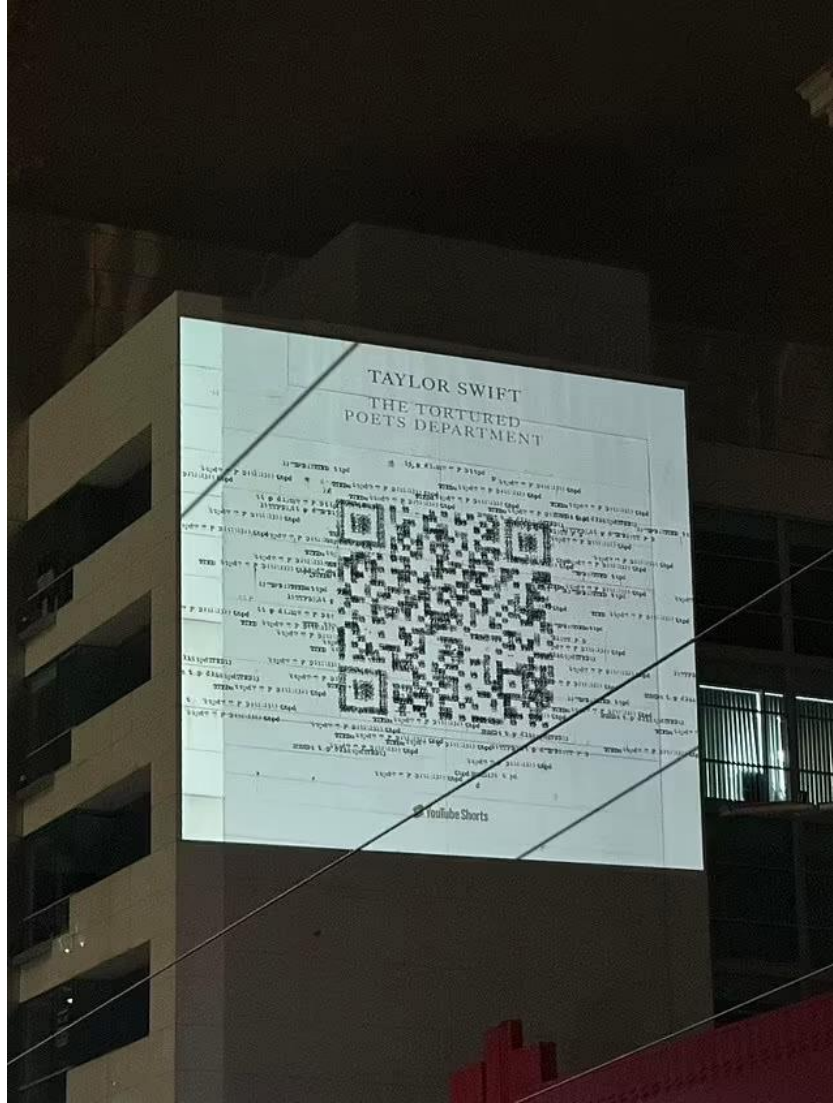
Bridging Realms **QR CODES + A.I.**

AI Supercharge Your Marketing

- **Generate image and text content directly into web pages**

- **Create images/graphics (midjourney.com)**

- **Generate videos (invideo.io)**

- **Compile jingles, songs, lyrics & music (udio.com)**

- **Clone yourself - animated Avatar Assistant (heygen.com)**

- **Create website Chatbots on your content (coachvox.ai)**

Introducing CHAT GPT chatgpt.com

- **Artificial intelligence developed by OpenAI**

- **A language model trained to understand and generate human-like text based on your input**

- **Purpose is to assist users with a range of tasks:**
  - **answering questions**
  - **generating content and**
  - **providing assistance in various contexts.**

ChatGPT

chatgpt.com

New chat

ChatGPT 3.5 ⌄

How can I help you today?

Write a text
asking a friend to be my plus-one at a wedding

Help me study
vocabulary for an exam

Make me a personal webpage
after asking me three questions

Plan a trip
to experience Seoul like a local

Message ChatGPT

Sign up or log in
Save your chat history, share chats, and personalize your experience.

Sign up

Log in

ChatGPT can make mistakes. Check important info. Read our Terms and Privacy Policy.

Create content (of any type)

Brainstorm and fine tune ideas

Generate spreadsheets

Programming & coding assistance

Summarise documents

Problem-solving and decision-making

Train ChatGPT to do something the way you do

Course Charge Calculator ☆ ▱ ☁

File Edit View Insert Format Data Tools Extensions Help

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T24 ▾ | fx

	A	B	C	D	E	F	G	H	I	J	K	L	M	N

Online Course Charge Rate Calculator

COURSE TITLE   **Enter the name of your course**

COURSE PRICE $428.95

Estimated Time	Hourly Rate	Marketing Costs	Platform Fees or Development Cost	Competitor Price	Target Audience:	Value of Course
The estimated time in hours it took to create the course	The counselor's hourly rate	The estimated cost of marketing and promoting the course.	The fees charged by the platform where the course will be sold or the development cost.	The average price of similar courses in the market.	The target number of customers for the course.	A subjective evaluation of the course's value.
20	50	1000	5000	79	20	1500

To calculate a suggested price for your course, enter your responses in the green cells only. The blue cell will automatically display the calculated course price.

Please note, this calculator is only to be used as a general guide. The formula used is just a suggestion. You may need to adjust your prices based on your own unique circumstances and market conditions.

Created by Artifex Marketing Studio

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Level Up Your Chat Game: Prompt Like a Pro

CHAT *GPT* PROMPT STRATEGIES

- **Better Prompts = Better Output**

- **Prompt like you are talking to a human**

BAD *VS* GOOD PROMPT

Bad
"Write a blog post about QR codes."

Better
"Write a blog post aimed at small business owners, highlighting five creative ways QR codes can enhance their marketing efforts. Include practical examples, tips for implementation, and potential benefits for increasing customer engagement and lead generation. Format the content to include subheadings and bullet points."

Best

Persona: This is who I am. This is my audience, this is my community. This is what I usually talk about.

EG, "I'm a digital marketer, web designer who works with micro and small business owners. I usually talk about online marketing."

Context: What the persona is doing right now.

EG, "I'm speaking at a small business conference about how small business owners can use QR Codes in their business marketing. I need a blog post to support the content I am speaking about."

Mission: What output do I want?

EG, "Write a blog post highlighting 5 creative ways QR codes can enhance their marketing efforts. Include practical examples, tips for implementation, and potential benefits for increasing customer engagement and lead generation. Format the content to include subheadings and bullet points."

If you don't like the output, then you call out the mistakes.

"I don't like the practical examples. Brainstorm 5 new examples with 5 reasons why."

CHAT *GPT* PROMPT TOOLS

- **Chrome extensions = faster + better results**

  - **Talk Berry (talk instead of type)**
  - **WebChatGPT (adds relevant web results)**
  - **Keywords Everywhere (prompt templates)**

ChatGPT 4 ⌄

ⓀChatGPT Prompt Templates by Keywords Everywhere   ✕

Category: Sub-category: Templates:

| Social Media ⌄ | Facebook ⌄ | Facebook Post Ideas ⌄ |

Description: Generate ideas for Facebook posts on your topic of chocie that will engage your target audience

Languages: Voice Tones: Writing Styles:

| English ⌄ | Coarse ⌄ | Critical ⌄ |

Topic ⑦

| Topic |

Total Posts ⑦   Audience ⑦

| 5 | Audience |

Prompt Template

```
Please ignore all previous instructions. Please respond only in the english language. You are an expert
Facebook marketer. You have a Coarse tone of voice. You have a Critical writing style. Do not self
reference. Do not explain what you are doing. Generate 5 ideas for Facebook posts on the topic "" that
will engage the target audience - "". Include a CTA and hashtags wherever possible.
```

[Execute Template]

* Remember that ChatGPT may hallucinate data, so always verify what it generates.

3 Rules: To Rock & Protect Your 'AI in Marketing' Game

5 RULES to Remember

When Using AI in Your Content & Marketing

- **A.I. Hallucinations**
- **The importance of human editing**

(Check for plagiarism; Add your own viewpoint)

- **Be transparent**
- **Be careful uploading proprietary content**
- **Not always up to date**

Is there time for demos?

GET YOUR

Digital Swag
& FREE Site Audit

https://swag.artifexstudio.com.au

On phone screens:

artifex

Digital Sw...

Well Done YOU for gra...
the Artifex Digital Swa...
– jam packed with the...
and sanity saving goo...
use and recommen...
business owners who...
to go further... faster! Ju...
and grab your FREE S...

Get organised and
stay creative.

MILANOTE.COM is the tool I use daily for
organising my ideas, planning projects
and visualising things. You can grab a
FREE ACCOUNT and check out its
awesomeness yourself. If you see yourself
as the creative type – then this is for YOU!
Available for desktop and as an App.

GET MILANOTE