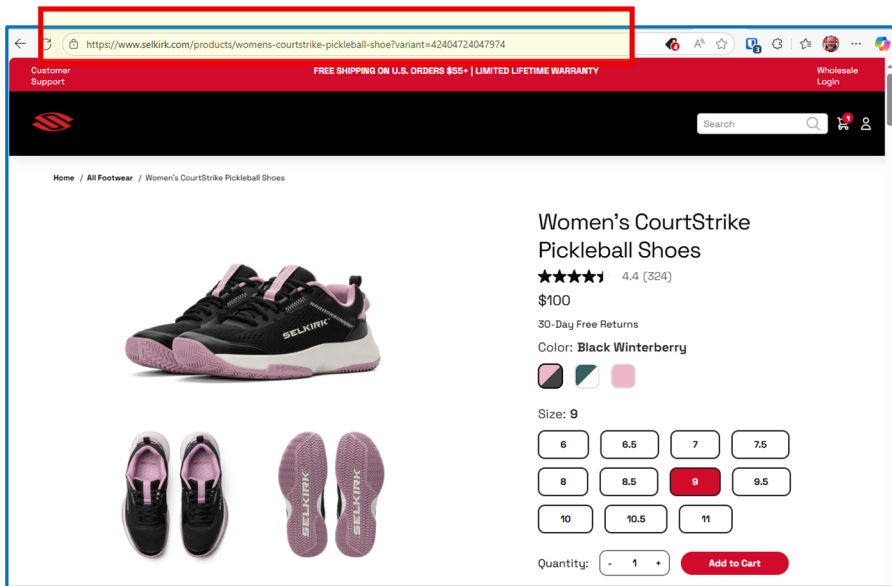


# Configuring a Custom Product Link

## Acquire the Product's Address

1. Navigate to [Selkirk.com](https://www.selkirk.com)
2. Visit the **product page** with the link you want to share.
3. Select and **copy the URL** in the address bar

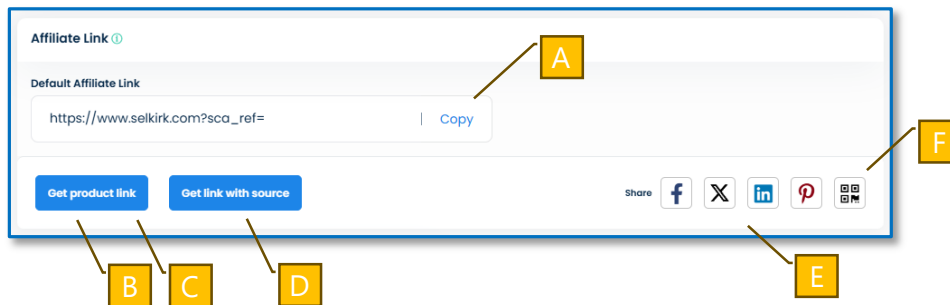


## Establish the Custom Link

1. Navigate to **Selkirk's UP Promote Affiliate site** (<https://af.uppromote.com/selkirk-sport/>)
2. **Login** to the Affiliate site

On the Dashboard page, you can:

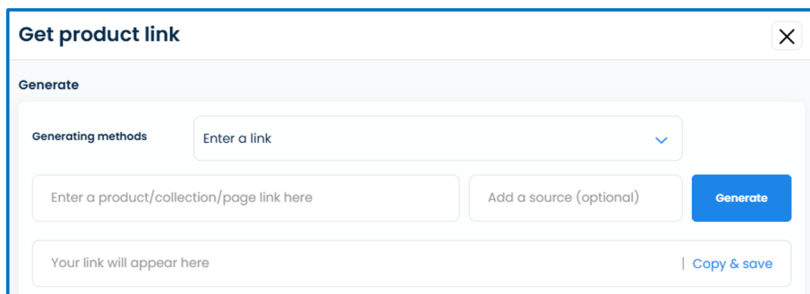
- A. Copy your Default Affiliate Link (which Can be used to guide people to the Selkirk site with your identifier)
- B. Generate a custom address based on a URL
- C. Generate a custom address after searching or browsing for the product
- D. Have the site generate your default link with a source of your choosing
- E. Send a custom link directly to social media feeds
- F. Download a "plain" QR code for the address



## Generate a Custom Address Based on a URL

To create a custom address for the URL copied in the previous section:

1. Select the **Get product link** button

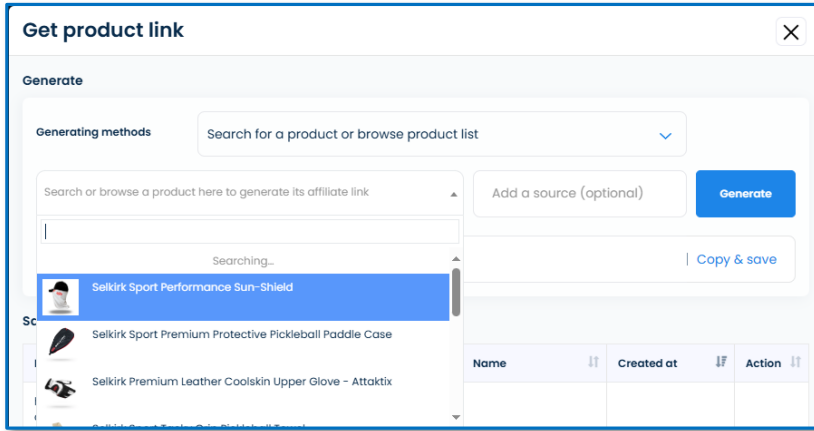


2. Ensure **Enter a link** is selected from the Generating methods drop-down
3. Paste the URL into the **Enter a product/collection/page link here** field
4. Optionally, you may wish to enter a **"Source"** – This will allow you to know where the person clicked the link from i.e., Facebook
5. Choose the **Generate** button
6. Select the **Copy & save** option – The link will be copied to your computer's clipboard ready to paste it where you like; and it will be stored for later use in the lower table

## Generate a Custom Address After Searching or Browsing for the Product

If you do not already have the address for the product, you can choose to browse for it right from inside the UP Promote Affiliate link generator.

1. Select the **Get product link** button



2. Ensure **Search for a product or browse product list** is selected from the Generating methods drop-down
  - a. Enter a **search term** to locate the product
  - b. Scroll through the catalog to locate the product

**Note:** One benefit to using the product search method is you do not have to select a specific model/size of the product (i.e., instead of specifying a size 9, CourtStrike shoe, you can just choose CourtStrike shoe)

Women's CourtStrike Pickleball Shoes

3. Optionally, you may wish to enter a **"Source"** – This will allow you to know where the person clicked the link from i.e., Facebook
4. Choose the **Generate** button
5. Select the **Copy & save** option – The link will be copied to your computer's clipboard ready to paste it where you like; and it will be stored for later use in the lower table

Now that you have a link, you may also want to turn it into a fancier QR code than is available on the UP Promote Affiliate site.

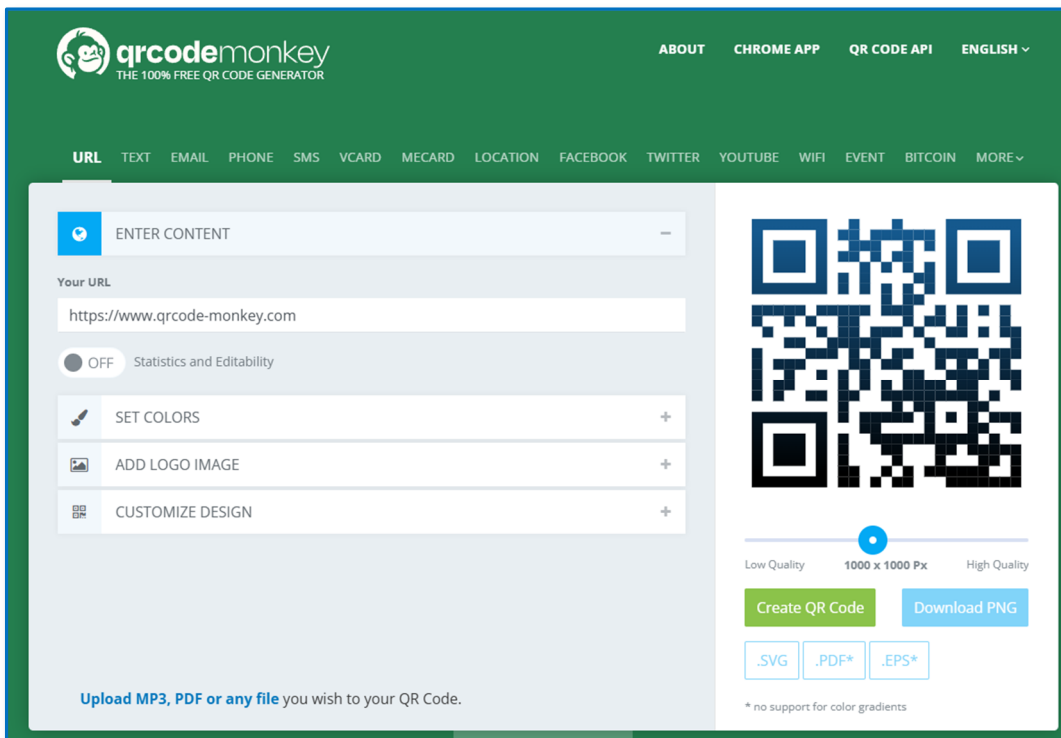
## Using QRCode Monkey to Create High Quality QR Codes

QRCode Monkey is one of the most popular free online QR code generators with millions of already created QR codes. The high resolution of the QR codes and the powerful design options make it one of the best **free** QR code generators on the web.

1. Navigate to the **QRCode Monkey** website  
<https://www.qrcode-monkey.com/>

I will just cover the basics of creating a QR Mokey QR code, but here are a lot of options for you to discover on your own!

2. From the QR Mokey's URL tab, **paste your custom link**



3. Choose the **Create QR Code** button
4. Select the **Download PNG**
5. Save the resulting graphic to your computer for placement into all of your promotional materials

**Some options to note:**

- While using the PNG format is more widely used, you may wish to increase the resolution to High Quality. This will increase the file size.
- The PNG image format is widely used, but can suffer from something called “pixelization” (the blurring of the image as it changes from its original size). Using the SVG format does not suffer from pixelization because it is vector-based (defines the images by lines/shapes/mathematics)



**Go Bigger and Better with:**

- Changing colors (Be careful changing background colors)
- Adding color gradients
- Add a logo to the center (helps with brand identification)
- Change the shapes that make up the code
- Modify the outside, and inside shapes of the registration marks