

# How to Turn Your Advocate Link into a QR Code!

While part of being a Selkirk Advocate is the enjoyment we get helping others learn how much fun it is playing, not only with Selkirk-brand paddles, but how much fun it is to just Play! However, there is the small issue we all face. Selkirk does have one of the largest assortments of paddle types (Power, Control, Hybrid), in a variety of shapes (Invikta, XL, Tour, Epic, S2, Widebody...), for a large range of price-points and skill levels. How is an Advocate to keep up with, not only the sheer volume of paddles Selkirk offers? Selkirk isn't slowing down. Older paddles leave; newer, better paddles arrive. Just compounding our problem, how do we keep up?

The answer? We participate in activities toward Earn Extra Store Credit ("Selkirk Dollars")!

**'SELKIRK DOLLARS' = MORE DEMO PADDLES**

To aid in your quest for earning more Selkirk Dollars, so you can acquire additional demo paddles; so you can earn more Selkirk Dollars, so you can buy more demo paddles... I will go through the steps to create a QR code. This way you can place it wherever people would like more information on a topic. While I will show you how to create a QR code for your Selkirk Default Affiliate Link, you can also create a code to:

- Open a specific product item, associated with your Advocate code, on the Selkirk web site
- Trigger an email with your email address already filled-in and a default subject and message
- Call you
- Send you a text message with a default message
- Add a vCard to the person's phone
- Give the location of your Demo Day event
- Open a Facebook page (for your Demo Day event)
- Create an event on the person's phone
- Even more!

A **QR code** (short for *Quick Response* code) is a type of two-dimensional barcode that stores information in a grid of black and white squares.

### What Can a QR Code Do?

QR codes are like digital gateways. When scanned with a smartphone or camera, they can:

- Open a website or app
- Display text or contact info
- Connect to Wi-Fi
- Trigger a payment
- Download a file or image
- Share a location or event details

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## Step 1: Get Your Selkirk Default Affiliate Link

As a Selkirk Advocate, you have access to the UPPromote Affiliate dashboard for the Selkirk Sport's Shopify store. This site offers a variety of tools for Advocates to use, such as:

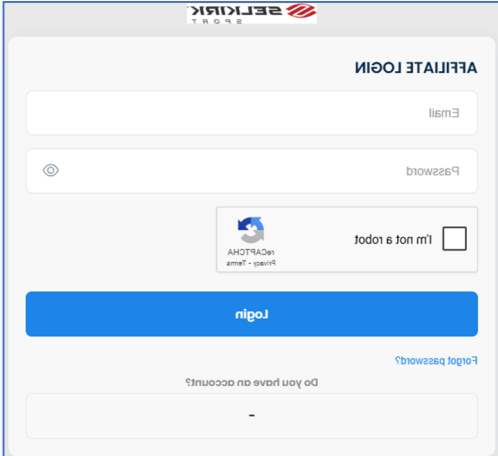
- View your Selkirk Advocate (Coupon) Code
- View Pending, Approved, and Paid commissions
- Gives details on your Program details (your commission rate)
- A Default Affiliate Link (a link to the Selkirk website with an associated referral id linked to your Advocate code)
- Create links to specific product pages within the Selkirk site with an associated referral id
- View a dashboard mapping out your code's performance in:
  - Referrals
  - Commissions
  - Sales
  - Clicks
- View the payments associated with your code
- View who used your code and what they purchased
  - I **Strongly Suggest** (and **VERY MUCH Hope** you use this information to contact those who have used your code to make purchases. If for no other reason than to recommend they register their paddle (if that is what they purchased)
    - Side Note: I have requested that the purchaser's email be made available to us from this site. Because they used our code, I proposed they were releasing that level of information to us. We will see if it is even a technical possibility in the future.)

Needless to say, a site you need to have in favorites!

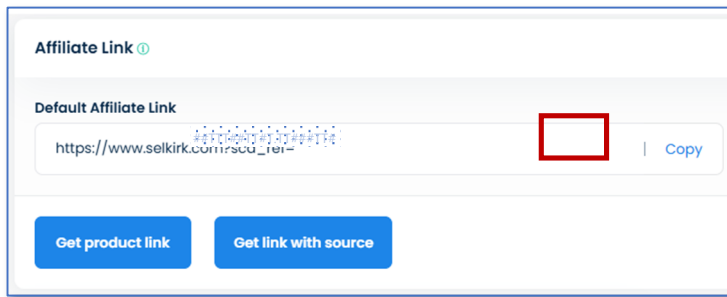
1. Navigate to the **Selkirk UPPromote Affiliate login page**

<https://af.uppromote.com/selkirk-sport/>

2. **Login** using your Selkirk Advocate credentials



3. From the main Dashboard page, choose the **Copy** option adjacent to your Default Affiliate Link



Note: This is also where you can generate the more specific Selkirk product links

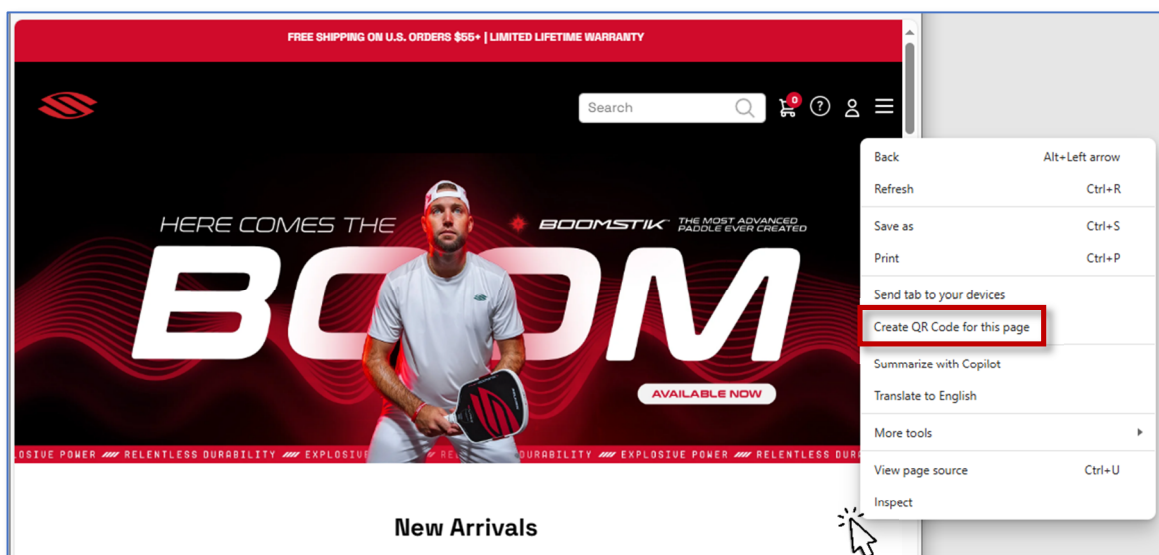
## Step 2: Generate Your Custom QR Code

Creating QR codes is a simple task in today's computing environment. I am going to present two different methods of generating them. One is quick and simple. The other, while **FREE**, does take a few seconds longer, but offers a much greater amount of customization.

### Using Your Browser to Create the QR Code

While I will be using Microsoft Edge as my example browser, the steps are very similar. (To the extent I do not feel it would be beneficial to cover both.)

1. Open you web browser
2. Navigate to your **Selkirk Default Affiliate Link**
3. In an empty portion of the browser window, **right-click**



4. Select the **Create QR Code for this page** - You are then presented with your QR Code
5. You may choose to copy for immediate use, or download it for use in more projects



Here are examples of the QR codes generated using both Microsoft Edge and Google Chrome browsers:



Microsoft Edge



Google Chrome

As you can see, one has a center graphic, the other does not. If you do not like the center graphic at all, you may be all set. But what if you like the IDEA of a center graphic, but are not sure that an extinct dinosaur depicts your desired message? Take a look at the next option for creating a QR code.

## Using QRCode Monkey to Create High Quality QR Codes

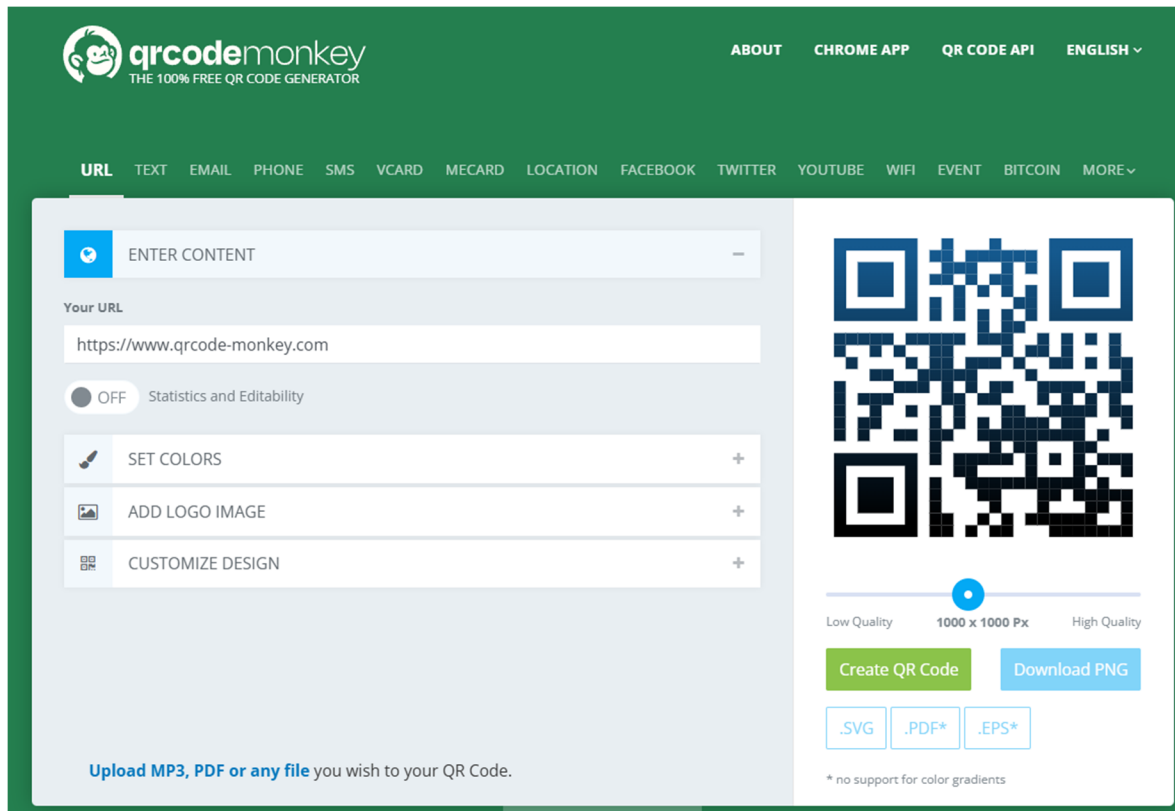
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QRCode Monkey is one of the most popular free online QR code generators with millions of already created QR codes. The high resolution of the QR codes and the powerful design options make it one of the best **free** QR code generators on the web.

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 Selkirk Default Affiliate 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

QR Mokey is a great option for creating custom QRcodes. You may also want to look at **Adobe Express** (<https://www.adobe.com/express/>). While it does not have as robust options for QR code customization, it has a much larger set of tools to integrate the QR code with. If you need to create things like:

- Social media posts
- Flyers
- Posters
- Logos
- Modify images
- Create or edit videos
- Work with PDF files
- Crete a web page

This is a one-stop for most of your creation needs. All for one low price of... **FREE!**

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Thank you for getting this far down through the document. I hope you found it useful.

Please feel free to contact me with any constructive comments or suggestions at [Pickleball.Scott@outlook.com](mailto:Pickleball.Scott@outlook.com)

Be sure to check the other items available on the [Pickleball Scott's Selkirk Advocate Resources](#).



The flagship creation for the Resource's site is the Pickleball Scott's Selkirk Demo Resource Guide. This document is meant, not to tell you what to do, but to rather give you some ideas as to what you MIGHT WANT to do for, and during your Demo Days.

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