



VIDEO...



is becoming a larger part of cattle marketing, with the growing popularity of social media including: Facebook, Twitter, Instagram, Linked In & many more!

- To keep up with the times, we will be encouraging anyone interested to look to utilizing a video of their Beef Expo consignments and linking it to a QR Code that will be placed in the sale catalog next to the respective lot.
- QR codes can be read by your smartphone or tablet with a QR reader app. Once the code is read it takes you directly to the linked video. This allows potential buyers to quickly watch a video of the animal while flipping through the sale catalog online or in person.



DWL Forever Lady Z212 - This outstanding daughter of Final Product sells as Lot 38.

Types of QR Codes & What do they cost?

Static QR Codes: They are free to create online, however they are a one time use. Once the code is linked to a video or webpage it can't be changed. For most this shouldn't be a problem, however if you would decide to make a new video after the catalog was printed, or a typo is made when the video is linked then you wouldn't be able to make a change.

Dynamic QR Codes: These codes are also created online but require a membership to one of many websites that offer the service of creating and editing codes. Dynamic codes however are editable and reuseable. So if you decided your heifer lot was really coming on the week before Beef Expo and wanted to update her video. We could easily change the link to the QR code directing potential buyers to the most recent video. Additionally, once you purchased a dynamic code, we could save it and reuse it in future years catalogs just by updating the link. If you don't already have access to creating your own dynamic QR codes, Ohio Angus can create a code for you at \$15/ea. through our membership to a QR code website.



If you have questions or would like learn more about how to best utilize Videos and QR codes to promote and market your Ohio Beef Expo Angus Sale consignments.

Please give Sale Manager, Dan Wells a call at 740-505-3843!