



Call us Today: 920.583.4452

QR Codes and Mobile Sites:

The most inexpensive and effective way to connect with the growing mobile market.

WHAT ARE QR CODES?

They're everywhere. They are plastered on your grocery items, printed on competitor's business cards and serve as a driving distraction of billboard dimensions. No, friends, the Parker Brothers have not created a life-size version of checkers. Welcome to the mobile revolution of QR codes! QR codes are two-dimensional bar codes that, when scanned by a smartphone's camera, direct the user to the web page specifically linked with that code. All that's required to access the content is a QR code reader. A QR code reader is a smartphone application that acts similar to a barcode scanner you would see at the grocery store. After the reader is downloaded onto your mobile device, simply point the phone's camera to the code and viola!, the reader scans the barcode and automatically sends your web browser to the designated page.

WHO USES QR CODES? WHAT IS ALL THE HYPE?

Originally created in 1994 by the Japanese company Denso Wave, QR codes are now being adopted in North America and have hit the ground running as an important integration element for business marketing plans. By incorporating these bar codes directly into printed marketing pieces, you are able to instantly engage with your on-the-run consumers. Not only are QR codes beneficial for the large and in charge firms of corporate America, but smaller organizations as well. Such organizations successfully utilize these codes to provide product information, maps, videos, displaying calendar of events and much, much more. It's simple, really. QR codes direct clients to your target message and allow them to quickly gain information on your product and services.

I HAVE MY QR CODE... NOW WHAT?!!!

Code? Check. Ready to show the world? Check. Now what? One of the biggest issues with QR codes is where the code should be directed. While online videos fit well on a smartphone screen, most users find it difficult to view a standard size website on the same mobile screen. This is where we can help! Westphal's Group is proud to introduce WG-Mobile. WG-Mobile was created to eliminate the difficulties of viewing websites on a mobile device. **Join the mobile revolution!** Let Westphal's build your mobile optimized site. These sites mirror the look and content of your company's website, but are built to fit any smartphone screen for easy viewing and increased readability. Our goal is to help you better engage your client or prospect by providing the simple solution to linking with the ever-growing mobile market.

WG-Mobile is YOUR Solution to the QR Challenge.

Is your business ready for the mobile revolution?

Using WG -Mobile you can:

- Capture Leads • Link to Promotional Videos
- Showcase Products & Services • Provide User Instructions
- Drive Social Media • Distribute Mobile Coupons
- Take Orders • Register for Events
- Connect with your Community • Maximize Trade Show Effectiveness