



Gain More Computer Repair Clients with Targeted Marketing Offers

By Bryce Whitty

In this podcast, I'm going to talk to you about making offers to gain new clients. Why you should, what's sort of offers you can do and how to do it right. Big businesses are always making offers. You can walk to any shopping center, and you'll see a variety of offers plastered all over their front windows. It could be 75% off sale. Buy one get one free. Whatever the case. They're always making offers. Always trying new things.

People like to feel like they're getting a bargain, but that doesn't mean you have to work for free, or even lower your core prices. In fact, I don't recommend that you, as computer technicians, directly discount your main products and services, because you could end up making less money. Instead, make upsell offers by bundling. You can offer something else at a discounted rate when done together.

The best kinds of upsells is something that is very automated, doesn't add much time for you but adds heaps of value for your customers like, say, a half price tune-up that's fairly automated for you. While you're getting the full rate of the tune-up, it's likely that they wouldn't have gotten tune-up without the bundle offer. You actually end up making more money by having the bundling deal.

I was at a conference last year and there was a speaker who was a consultant for other businesses. One of the things he said was, "If you don't have enough leads, then provide more value and more offers out there in the marketplace." This is actually known as a "trip wire offer" in the marketing world. It's an irresistible offer to get people into your funnel. Once you have them in your funnel, and on your mailing list for example, then you can make other offers.

This is why I say that collecting email addresses is so important. You can send out offers to your existing customers. So any time you're a little bit slow, you can just send out another offer, and try and reactivate them. The people you send it to don't even have to be your paid clients. You can send something out to your Facebook page, or even a local community group, saying that they can signup for

some computer tips newsletter for free. Maybe after every 5 normal good, meaty, helpful newsletters, you can send an offer saying, “Free tune-up AFTER the virus removal.”

When sending out offers though, one of the most important things is make sure you track it. Track it like crazy. Try different offers and see what brings the most customers. You can use something as simple as a piece of paper next to the fan with some columns, there at the top of the headline, having what each offer is. Then maybe put a mark or a tick text to it in the appropriate column as they come in, or as the phone calls come in.

You may be surprised to see what actually works. You also got to remember that what appeals to us doesn’t necessarily appeal to your customers. Try and get inside the customer’s head, and think of this offer that will appeal to them. What offers can you make? Some of the most common basics are New Years where a lot of businesses are pairing backup after the holidays. Many businesses get their year’s budgets at the start of the year.

Make an offer that appeals to businesses. It could be offering managed services. You have back to school, which would obviously be a residential offer. Things like a tune-up, installing and setting up Microsoft office, printers, scanners, that sort of thing. Then there is tax time, especially just before the financial year takes over. Especially just before the financial year takes over. A lot of businesses do a lot of their spending just before this time, because you can claim the tax right off very quickly. Other retailers know this with their end of year financial year sales as well.

School holidays where kids are back home so this would be a residential offer. It could be maybe getting a system running, installing an internet filter because the parents are scared the kids are going to surf to sites they shouldn’t when they’re home. Also, after the holidays, another back to school sale. Black Friday and Cyber Monday, of course, where everyone expects a bargain. If you were going to discount anything, this would probably be the most appropriate time to do it, because people are looking for percentages off.

Again, that doesn’t mean that you have to discount your core product. If you’re virus removal cost is usually \$100 and then a tune-up is \$50, you could do the half price tune-up and keep the virus removal at full cost. These are just some easy ones but you should always be testing offers in between. Some examples of offers that you can use in between would be a half price tune-up, which I just mentioned, with every virus removal. It is an easy sale, because you know viruses can mess up a ton of stuff. A tune-up can bring a system running back to its best, or even just recommending a good antivirus product after a virus attack. Having a discount on that, after they’ve had a virus removal.

You can have 50% off mobile phones and tablet covers, which actually should already be marked up about 200% after you do a mobile phone or tablet repair. You can have a discount offer on data migration services after people purchase a new computer or hard drive from you. With a product like Fabs Autobackup, this takes little of your time. Even offer an external hard drive enclosure if their old computer died, but the hard drive was still good.

You can offer some of these in person as well, but you need to be careful not to butcher your normal income. Offers are generally best when pulling outside is in. Offers are also great to reactivate dormant customers who just haven’t got around to it. Speaking of activating customers who haven’t gotten around to it, always have an end date for whatever offer you put out. If they want to take advantage of it, it forces them into action. Plus, you don’t want to be stuck having to honor an offer that you made 2 years ago.

It took me a little while to feel comfortable about making offers like that. I felt that I didn’t want to bother my customers, but I heard something that forever changed my perspective on selling. That was, if you owned a bricks and mortar retail store, and you had a customer walking around, would you ignore your customers?

Moving forward:

- Think about what offers you can do to attract your target audience. Remember not to discount your primary stand-alone service, but discount upsells.

- People still feel like they're getting a bargain. Make sure those discounts on up-sales are not labor heavy. Automated options tend to work the best. Take advantage of timely offers like back to school, Thanksgiving, and tax time, when people are looking for offers.
- Test like crazy, and track like crazy. Ask everyone where they heard about you and take note. You may find that a sudden offer for whatever reason converts like crazy. If that's the case, then make that one a main stay in your advertising and then test some new ones. Eventually, you'll reach a point where you're advertising just converts like crazy.

If you need a craft in your offer, we're actually working on a Technibble Mastermind where you can have us looking at your existing offer and make suggestions to potentially make it work even better. If you're interested in this, we have a link of the post of this podcast, where you can register your email address. We'll let you know when it's launched. Thank you for listening. This is Bryce Whitty of the Technibble Computer Business Podcast.

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