# THE SUCCESS STORIES SERIES
## *From Zapable HQ*

**Andrew Hamilton**
**ZAPABLE TEAM**

talks to

**Darryl Montague**
**ZAPABLE CUSTOMER**

What happens when a successful Digital Marketing and Advertising firm embraces the App Building expertise of Zapable? One and a half months in and 15 sales to customers already, at a standard price of $1,500 per app!

Darryl Montague and his business are **ON FIRE**.
*Read all about it below...*

**Case Study:** Darryl Montague

**Name:** Darryl Montague is based in Philadelphia in the United States

**Age:** 49 Years Old

**Previous Work History before Zapable:** 20 years of working in the sales and tech market for major marketing and telecommunication firms.

**15 Apps Sold to date – In various niches including: Hospitality, Medical, Entertainment.**

**Favourite Zapable Features:**

**Auto sync of data.** As we update an app it updates in real time for our customers.

**Andrew**

Okay, hello everyone. It's Andrew Hamilton here from Zapable HQ. Today, I've got a great case study. I'm going to be interviewing Darryl Montague. Isn't that how you pronounce it, Darryl? Yeah, let's get straight in. Darryl, could you tell us a little bit about yourself maybe?

**Darryl**

Well, good morning, Andrew. I appreciate you having me here today. I would love to talk about who I am. First of all, my name is Darryl Montague. I work with Marketing. We are a digital marketing and advertising firm. Our primary goal is to provide digital marketing solutions for small businesses, with the focus on three major goals. The first one is that we have to expand the market for our clients, increase their revenue, and help them acquire new customers. We've been in business for a little bit over ten years now. There are five people inside the organization. We primarily work with small businesses. One of the things that we like most about the product that we're doing with Zapable right now, is that it's allowed us to expand a part of our business into a new piece of technology. That's a little bit about who we are and what it is that we do.

**Andrew**

Fantastic. Sounds great. Where about are you based, Darryl?

**Darryl**

We are based out of the United States. I am in Philadelphia. The rest of our team is in Virginia, so we work out of two satellite offices. We've just established an office out of Van Buren, North Carolina. We are in the U. S., we are operating out of three states right now.

**Andrew**

Excellent. Good stuff. Sounds great. Okay, well, let's cut straight to the chase. With regards to Zapable, how many apps have you actually created and successfully sold so far?

**Darryl**

So far, we've created ... And it's interesting that you asked that question. So far, we've sold roughly about ten apps, fifteen apps right now. We sold about fifteen, and there are more in production, which is interesting. That's a very interesting question. We sold about fifteen. We have a very aggressive goal with these app models, because it fits in our market very well. We are going to try and get probably about doing fifteen apps a month now.

**Andrew:** Wow.

**Darryl:** It's very interesting that you asked that question. How many of them are actually completed right now? Around ten. You also have to remember that we just started this product a little over a month and a half ago.

**Andrew:** Oh, nice. Nice. Good going. That's really impressive. Okay, so you've actually sold ten to date, or you've just built them up?

**Darryl:** We've sold ten apps.

**Andrew:** Nice, nice.

**Darryl:** Utilizing this model.

**Andrew:** Sweet.

**Darryl:** It's interesting, because just yesterday, I brought in two more clients yesterday.

**Andrew:** Fantastic.

**Darryl:** Excellent.

**Andrew:** Great work. Great work. Well, so with regards to those apps that you've sold, whatsort of issues have you been dealing with to date or niches?

**Darryl:** We deal in a variety of niches. We primarily deal in the healthcare market, looking at forming healthcare as one of the markets that we got inside of. Then we docontractor services. In addition to that, the last market that we deal in is what we call Community Based Apps that work inside of like Chambers of Commerces. Maybe there's a conglomerate of businesses inside of here. Maybe ... Pardon me for a minute. Maybe to build a directory for their organization.

**Andrew:** Mm-hmm (affirmative).

**Darryl:** We sell that as an enterprise app to them, we build up the directory through Zapable. It's a very ... It's an ingenious way to sell this market.

**Andrew:** Yeah.

**Darryl:** Sells itself.

**Andrew:** Fantastic. Sounds great. Good stuff. When you were getting your clients or your customers, how did you ... Did you approach them? Did they approach you? How does it tend to work for you?

**Darryl:** A little of both. There are some clients who may call us up as a referral from another client.

**Andrew:** Mm-hmm (affirmative).

**Darryl:** We do aggressive cold calling, as well.

**Andrew:** Oh, right.

**Darryl:** Because we understand that this market, although it's been around for a while, it's still fairly new for the small business owner, so they don't really understand how valuable it is to their business in terms of constant communication with their clients, we're utilizing it as a marketing tool.

**Andrew:** Mm-hmm (affirmative).

**Darryl:** When we make cold calls to clients, like we get on the phone and we probably pound out anywhere between 5,200 calls a day.

**Andrew:** Right

**Darryl:** To get out and to talk with individuals about why is an app good for your businesses? We do it two ways. Some come to us, there's referrals, there's others has come to us because we actually do a cold call.

**Andrew:** Fantastic. That's great. Do you have ... I presume you have employees who specifically do that role? Just the cold call?

**Darryl:** Yes, we have sales professionals, to whom we partner with, and we provide them with a wonderful compensation package, that allows them to build their business on top of our business, so they're out doing the cold call for us.

**Andrew:** Nice, very good. I love it. Excellent. Okay, so a lot of referrals, a lot of cold calling. Is there any other sort of marketing activities and stuff that you specialize in?

**Darryl:** We do a lot of internet marketing, where they meet through social marketing. We do some branding retargeting marketing.

**Andrew:** Oh, cool.

**Darryl:** We do some competitive marketing. We do a lot of things on the internet. We do direct mail. We do street team marketing, as well.

**Andrew:** Wow, nice.

**Darryl:** There's a ... Because we liked it, because we liked this platform so much, we put the resources inside of it to expand it, so that we don't use just one marketing tool. We do an entire marketing mix to then show you that we are going to get the plans done that we want, by utilizing the service.

**Andrew:** Impressive stuff. That's great. I mean, you obviously have your own website and stuff, no doubt?

**Darryl:** Yes.

**Andrew:** Yeah, and do you find that a lot of customers get in touch with you through that?

**Darryl:** Yes.

**Andrew:** Yeah.

**Darryl:** A lot of customers do get to us through our web marketing, through our website, because we do an auto responder campaign.

**Andrew:** Yeah.

**Darryl:** With a newsletter attached to it, so we do get customers coming in through that door. Not as many as we'd like. We'd like to increase that a little, but we do get them to come in-

**Andrew:** Yeah.

**Darryl:** Through that avenue.

**Andrew:** Cool, cool. Good stuff. On social media then, I presume you-

**Darryl:** Yes, we use Facebook, we use Twitter, we use Instagram. It's interesting that with our Instagram marketing tool, what we do is that we brand it through motivational messages.

**Andrew:** Right.

**Darryl:** We brand through motivational messages by utilizing the app as the photograph background.

**Andrew:** Mm-hmm (affirmative).

**Darryl:** We talk about pursuing applications through it, which his very, very interesting. We launched a campaign called the Grinder Campaign.

**Andrew:** Right.

**Darryl:** The Grind is really this talking application, it's a new app that says Be A Grinder. It talks about how the app communicates more effectively, which allows you to grind your business better. It's been extremely successful so far.

**Andrew:** Fantastic. Really impressive stuff, Darryl. Excellent. Okay, then, well onto the juicy stuff. How do you price your apps specifically? Do you have a set price, sort of format or structure? Would you tend to tailor it for your customer specifically?

**Darryl:** Well, depending upon what type of customer we're dealing with, some of the customers that come through have found our niche market. We give them a certain price tool for them to work inside.

**Andrew:** Mm-hmm (affirmative).

**Darryl:** Here's the cost of the production, here's the cost of the app, so we have a price model for that.

**Andrew:** Mm-hmm (affirmative).

**Darryl:** Then we do a customized solution for what we call our Enterprise Customers. That may be the people that we're talking with, our clients that we speak with inside of our Cambers of Commerces and places like that.

**Andrew:** Mm-hmm (affirmative).

**Darryl:** We did the more customized solution, because on the back end of that, there's a lot more work that has to get done in terms of developing that app. On one model, we may price ... I'll give you a standard price. Our standard pricing for an app is at $1,500.

**Andrew:** Okay.

**Darryl:** $1,500 U. S. Dollars. With that $1,500, we'll put you in both the Apple Store and we'll put inside the Play Store, the Google Play Store.

**Andrew:** Awesome.

**Darryl:** There's other clients that will price it a little higher than that, because there's a little bit more development that goes into it.

**Andrew:** Mm-hmm (affirmative), mm-hmm (affirmative). Good stuff. Now what about monthly costs and stuff, as well?

**Darryl:** Yes, we have monthly update program costs.

**Andrew:** Okay.

**Darryl:** They range anywhere from $9.95 a month to $44.95 a month.

**Andrew:** Right.

**Darryl:** Depending upon the plan that they choose, they get to have anywhere between from us doing the work for them, they get to end up doing anywhere between five updates a month, and it ranges all the way up to fifteen updates a month, depending on how you do it. I will say this though, one of the value added things about Zapable, is that it allows the app to automatically update. We submit over to the Apple store.

> ## "one of the value added things about Zapable, is that it allows the app to automatically update"

**Andrew:** Mm-hmm (affirmative).

**Darryl:** We absolutely love that.

**Andrew:** That's good. That's really good. Excellent. Okay, well that sort of comes along nicely to the next question. That was, how do you find Zapable as a product? Is there anything particular that you like? Maybe we'll count that as the first one, but is there anything else that stands out?

**Darryl:** When we began looking at companies for our app side of the business, we wentthrough maybe three or four of the big guys. What we like most about the Zapable platform, the Zapable platform allows you to do exactly what it says it's going to do. Build an app.

**Andrew:** Mm-hmm (affirmative).

**Darryl:** You're not building a website, you're not building web pages, you're literally just building an app. You keep them short and simple, because that's what an app ought to be, it should be an informative way for you to reach out, for your clients to be able to reach out to their customers. You may even get something that's not attached already to their website. We like that because it's easy, it's an easy drag and drop system. We just click on it. It's there. Then you just go in customize it the way that you want to customize it.

> **"The Zapable platform allows you to do exactly what it says it's going to do. Build an app. You're not building a website, you're not building web pages, you're literally just building an app. You keep them short and simple, because that's what an app ought to be"**

**Andrew:** Mm-hmm (affirmative).

**Darryl:** That's one of the features that we like about it, the ease of use. The second thing that we love about the Zapable platform, which is going to kind of probably ask me this question later, is that anytime we've come up with a problem that we've had, the support has been there.

**Andrew:** Good.

**Darryl:** The support is great with Zapable. Another feature that we like is that it has a gamut of resources inside of the app itself in terms of if we need to change an icon, it's there. If we need to be able to manage the apps based upon what the app is through an easy drop down menu, like we've been working on. A Company, then B Company, we can choose them through the drop down.

**Andrew:** Yes,

**Darryl:** Then it segments out further, the photo and imagery for each one of those. We love that feature. We didn't find that feature in other developments that we were using.

**Andrew:** Good.

**Darryl:** could go on and on about some of the wonderful things that Zapable has on the platform that other companies don't have.

**Andrew:** Excellent.

**Darryl:** Those are the three main things.

**Andrew:** Right. Did you try many other competitive builders?

**Darryl:** We did try the competitors. In addition, too, we tried doing it ourselves. Well, we decided that that's just way too much work.

**Andrew:** Yeah.

**Darryl:** It was much easier to find somebody else who had did it and did it well.

**Andrew:** Mm-hmm (affirmative).

**Darryl:** Then just kind of piggyback off of what they are providing. Zapable did that. Even when we looked at some of the other competitors out there, I'm not going to mention any names.

**Andrew:** Yeah. No, no, no, don't.

**Darryl:** What we didn't like was some of ... It wasn't as much of a success as the Zapable program is-

**Andrew:** Mm-hmm (affirmative).

**Darryl:** That's what we needed because as we bring in additional persons to build on the Zapable platform for us, we need to give them the ability to go in and say, "Hey, John. We need you to build this for this company." He can easily go in and develop it, and it takes no time at all for him to get it done, as long as we have the content right for him.

**Andrew:** Sure, yeah. That's good. Excellent. That's really positive. Okay, we sort of mentioned support. Have you had much of a chance to ... Well, you support it, but have you been in the online community at all?

**Darryl:** I have been inside the online community.

**Andrew:** Mm-hmm (affirmative).

**Darryl:** I've been on it, the knowledge basis, training basis.

**Andrew:** Yeah.

**Darryl:** That's not where I am most of the time.

**Andrew:** Yeah.

**Darryl:** I'm doing a lot more new business development. The time that I have gone in there, I've kind of looked at some of the questions that's going on in there, and has been able to answer some of the questions that we have on the back end when we're doing our team meetings.

**Andrew:** Great.

**Darryl:** The support system is phenomenal. The knowledge base is great. What I do like is the videos that are included inside of the knowledge base. If there's something that you need an answer to, most of the time you can find it in a video tutorial. That's awesome.

**Andrew:** Okay. Perfect. That's great. Excellent. Okay, then we've kind of whizzed through this. There is the big question at the very end though that we all really want to hear, is if you could give one piece of advice to someone who's just starting out in Zapable, looking to build and sell their own apps, what do you think that would be?

**Darryl:** Here's what I would say to that individual. First, understand the market in which you want to sell inside of. That is key, because what you don't want to do is be all over the board. Especially if you're not a large operation. We are five members, but then we're five members with a fifteen man sales team.

**Andrew:** Mm-hmm (affirmative).

**Darryl:** Okay, expand a little bit more differently and go into different niches. However, if you are a one man shop or a three, or two man shop, I say identify the niche that you want to get inside of. Understand that market. Find out what some of the key elements that are needed for the market, and then sell into that market, and then be extremely aggressive with it. The other thing I would say is learn as much has you can about this platform. There are tons of tricks inside of here, that if you don't get used to, you're going to miss out on some of the things which maybe more valuable as an expert when you're going out, you're going to be talking to a client.

**Andrew:** Mm-hmm (affirmative).

**Darryl:** That is key. When you're sitting down in front of your client and you're selling apps, they want to know that you know what you're talking about.

**Andrew:** Mm-hmm (affirmative).

**Darryl:** Business with them is through technology.

**Andrew:** Excellent. Excellent. Well, that's great. There were some real golden nuggets inthere, and I think you've clearly set up a great business. That's fantastic. That's lovely to hear that. Really impressed.

**Darryl:** Thank you.

**Andrew:** Yeah, well, we won't keep you any longer. Thanks very much for your time. I really appreciate that.

**Darryl:** We appreciate you, Andrew, for allowing us to come. We appreciate it.

**Andrew:** Yeah, that's good. Thanks a lot now, Darryl. All the best.

**Darryl:** All right.

zapable
EVOLUTION

**15 Sold Apps in 6 weeks. Average price $1,500 with recurring payments between $9.95 and $44.95 per month! Darryl was able to do this using Zapable, can you?...**

**Of course you can!**

**Click here to activate your special $1 trial.**