THE SUCCESS STORIES SERIES

From Zapable HQ

Andrew Hamilton

ZAPABLE TEAM

talks to

Mike Jackson

ZAPABLE CUSTOMER

Seven time South African Business Entrepreneur Mike Jackson tells us how he has jumped wholeheartedly into the App Market and uses Zapable to make sales of up to $1,500 per app including a $129 recurring payment every month!

Check it out...

Case Study: Mike Jackson

Name: Mike is from the city of Durban in South Africa

Age: 61 Years Old

Previous Work History before Zapable: Business owner and Entrepreneur

Mike has specialised in 3 Main Niches to date, Gyms, Golf Clubs and the Security Industry.

Favourite Zapable Features:

✦ Simplicity of use

🎓 Excellent Training provided

Andrew: Hello, everyone. It's Andrew Hamilton here from Zapable, I'm joined today by Mike Jackson. Hello, Mike. How are you doing?

Mike: Hi Andrew, well thank you.

Andrew: Good I'm glad to hear it. Mike, you're based in South Africa aren't you?

Mike: That's correct, down in Durban, it's my hometown and that's where I'm calling you from at the moment.

Andrew: That's fantastic. Excellent. I'll tell you what, we'll start the ball rolling. Could you just maybe tell us a little bit about yourself there Mike just so we get to know you a bit better.

Mike: Yes, sure. I've essentially been an entrepreneur since 1974 and I've started 7 businesses over my lifetime. Some great successful and others not so successful as you would expect but I've learnt what works and what doesn't work in the process. I really started getting into direct marketing particularly with the Glazer Kennedy inner circle and I learnt quite a lot about marketing which I wish I had known when I first started but nevertheless, I've done very well. I started that in 2016 and I'm sort of involved into the internet online version of marketing.

Andrew: Excellent. Good stuff. I guess that's led you along the way then, to Zapable?

Mike: Yes, I did quite a lot of online research into different packages and different ways of marketing online because there's such a diverse number of those that are available and I've become pretty afraid with just about every type of marketing online. The online apps particularly, the mobile apps is what I saw as a huge opportunity for the future because that was the direction that marketing seemed to be going in. I had a look at the zapable and I immediately identified the opportunity there and I subscribed with what you call your launch package couple years ago, 2 years or something, whatever it was.

Andrew: Excellent.

Mike: Quite a while back anyway.

Andrew: Good stuff so you've been at it from the start that's excellent. Okay, so do you want to tell us maybe just a little bit about how many apps you've created so far, have you successfully sold any of them?

Mike: Yes. What I started off with was obviously just to familiarize myself with Zapable and how it actually works. I created golf app for golf courses down in Knysna which is a very picturesque part of our country where there's a lot of golf courses, there are 7 golf courses really international standard golf courses and I thought if I could have an app that people would use and find it very helpful to be able to book direct from the app rather than phone up. I built a little app around that and introduced it to a few of the folk but I came up with a bit of resistance you know, the golf course managers were the difficult cases because they don't want to change from the hard copy book and writing stuff down, that's the way they are. They're normally more mature than I am and that tends to pose quite a few problems because they are not up to date with the latest technologies.

I ran into a bit of problems with that, so I essentially hang back on it a bit and then I started an app in December for a local gym. That came about quite by default, it actually started in November on a barter deal. I was a bit overweight and needed to get fit so I bartered with the dietitian to help me lose some weight and well, I built an app and that turned out to be a very successful app and it spurred me on to really start looking at it as a viable way of marketing. More so than it's functionality, it was more on how I can use it as a marketing tool for that gym and that's what's really has opened quite a number of doors.

Andrew: Fantastic.

Mike: Then I moved into the security industry. The security services in my country it's quite a booming industry obviously because of the issues that are around with security. I suppose it's just about everywhere in the world. Security is a big thing and I looked at how I could use it to market the security business and I'm launching that at the moment. I've come across a couple of issues with getting it published on the Google Play Store but I've got that sorted out. I had some advice from Zapable sports app. Hopefully that will be actually published on the Play Store in the next week.

Andrew: Excellent.

Mike: That is the sort on niche that I've targeted because of the huge potential for that.

Andrew: Okay. I see. Fabulous. When you're getting these customers, when you've been selling your apps, do you find that you directly approach them or do they come to you as push you have to build your reputation at first. Did you approach them at first and how did you do that? Mike?

Mike: Yes, it's all by approach where I spot an opportunity and then I talk to them about how the app can benefit their business as a marketing tool particularly using the push notifications. That is how I priced all of these was a direct opportunity that I spotted through networking and so on and that's how that came about. All of them have come about seeing that opportunity to use it as a marketing tool.

> # "I spot an opportunity and then I talk to them about how the app can benefit their business as a marketing tool, particularly using the push notifications
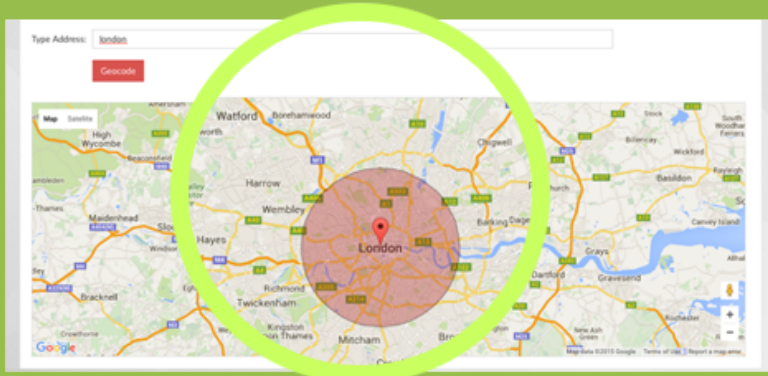
✨ Quick Feature Demo
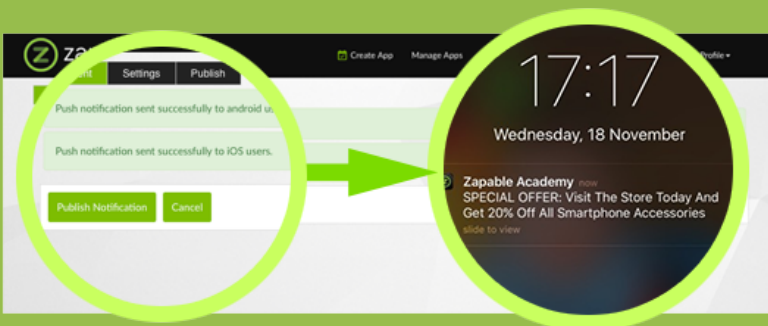## Push Notification With Geo Targeting

STEP 1:
Enter your message here and select the URL

STEP 2:
Select your area and radius

STEP 3:
Hit Send and your message is immediately sent to everyone who has downloaded the app

Ready to start building apps with Zapable and sending Push Notifications?

Click here to activate your special $1 trial.

Andrew: Excellent. Okay. With regards to marketing, what sort of market activities do you do? Do you have a website for example? Do you use social media at all?

Mike: Yes, I got the whole hog.

Andrew

Excellent.

Mike

I use all of them, I build website; particularly interactive video talk websites and I've acquired the skills to make animated videos as well so I do the videos, I optimize the videos for Youtube, I publish them on Youtube and then promote them through Youtube and directly through Facebook.

Andrew

Fantastic.

Mike

Which is more recent because there, they've only just opened up. I do the Facebook marketing, Youtube marketing, LinkedIn marketing and other prime channels that I would use.

Andrew

Do you find that that's quite effective for getting your number of leads in?

Mike

Oh yes. It depends on the business that I'm doing the marketing for. For myself, they all work for me but for certain businesses, Facebook is not as relevant and it just doesn't do as well but LinkedIn then is the alternative to that but to use LinkedIn strategy that doesn't cost much money on the advertising, their advertising is horrendously expensive. They're effective but very expensive and not possible for a smaller company. I have another strategy that I use for LinkedIn marketing that is working really well for me and for a few clients that I have doing it.

"The training is exceptionally good... You watch the video, you apply what you've learnt and by the end of the video you actually know how to do it"

Andrew: Excellent. That's really good. Okay, so with regards to the pricing of your apps, do you have a sort of stand alone standard pricing for them or is it something that you'd be prepared to negotiate with your clients or how exactly do you work it?

Mike: It's quite a challenging thing because the app builders that are available, that I've seen as competitors, are quite expensive but then they are building functional apps with quite a lot of high tech stuff in it. My apps are more designed for marketing, this is a slightly different application so I've sort of priced them, I don't know how this will translate into pounds and dollars but I've charged 8,500 Rand for the unit which I think is 15 to 1 ... It will give you about 1500 dollars or there about, so my maths ... but anyway somewhere around there.

Andrew: Sure. Okay. That's the upfront price then for the app?

Mike: That's correct.

Andrew: Do you charge any monthly subscription fees or anything?

Mike: Yes I do. At the moment I'm charging 650 rand which is just about a 100 I suppose or is it a $110 somewhere around that.

Andrew: Okay, very good. Excellent.

Mike: Yes. All right let's go into I think the next point might be something that we need to discuss.

Andrew: Yes, sure. Let's talk about Zapable as a product. Is there anything in particular that you really like?

Mike

Yes, I like the simplicity of use. It's very easy to get into. You're a little bit IT savvy it doesn't take very long to pick up the ... The training is exceptionally good, it's really ... You watch the video, you apply what you've learnt and by the end of the video you actually know how to do it and then it's quite quick from there. It's primarily the marketing functions which is really what I see in Zapable as its prime focus. It's not offering things like location based tracking where somebody is, you know, those kind of real technical things. It's very simple, very straight forward and it's a brilliant tool, as far as I'm concerned getting the message in front of the right people and keeping the app in front of them which is really the key to the success of what I'm doing.

Andrew

Excellent. That sounds really good. Okay, you mentioned earlier about you factored in to its support before. Do you have any comments on how that went or how you feel the support goes for Zapable on date, have you been a prominent person in the online community?

Mike

No, I haven't been very active on the online community but when I've needed support they've been really good. They come back not as fast as I would like because I think they're quite busy but I like a quick concept. I'm prepared to wait for a day to get a meaningful answer.

Andrew

Sure.

Mike

Which I generally do get and I'm very happy with the support. I get the answers and I get meaningful answers that have helped me solve the problems.

Andrew

Fantastic. That's good.

Mike

Some of them have been quite technical and I had to go to developers to resolve or an answer ... Get an answer from the developers but I've been quite satisfied with the support that I've had.

Andrew

Good. We're pleased to hear that. Okay then, well Mike the final question as I always say it's our favorite question here. It's the big one. If you could give one piece of advice to any new Zapable members who want to sell their own apps, what would that be?

Mike

From my experience in talking to potential customers about mobile apps, the one thing that I find really sways them in favor of what I'm doing is, to build the app they don't really understand what it is that you're doing. They've seen other apps and that's all that they understand and they see them as very practical tools that they use for either locating a loved one or online shopping. These all are the variables that you got but very few people fully understand the power of the Zapable approach to it so I find that they have difficulty understanding it, but the moment I include the principle that I've involved, is I will offer them or talk to them about the app. They sort of get interested and I would say to them something along these lines. You know, the app is a wonderful tool to be able to do whatever you want to do with it and reach and keep in touch with your potential customers and customers. How do you get that out to as many people as you can? To try and compete within the Google and the iOS stores is not that easy. It's incredibly difficult to get your app right. What I've started doing is I offer them the app with one month of promotion on Facebook to get people to download that app as quickly as they can, as many as I can. In that I've had a lot of success with by using, there's some software tools that I use which are very successful to try and drive a viral campaign out of that. What I would do is I'd create a Facebook lead Ad and that would capture the person's information, so I could have a follow up email and then I would also send them a direct link to download the app. We keep in touch and eventually we get them to download those apps quite quickly. By having the person's name, I can also drive a viral campaign inviting them to share it on that basis, to get it out as quickly as possible make it go viral.

Andrew

Sure.

Mike

To make the whole thing work, there is another element that I always include and people will load your app, download your app, they'll have a look at it, if they can't see the functionality with a benefit to themselves they can unsubscribe, they can bomb it and that would be the end of it. In your app, this is the one thing that I found has made the biggest difference is to use the directory feature within the Zapable suit of tools that you've got there. Is to use the directory to give people ... This is what I did the security app. I included emergency numbers. There was a directory of one touch emergencynumbers all of them from fire brigade. I know in some countries they've just got one that you phone in but in our country there's one for every service which it makes it a little bit more complicated to find the fire brigade when you're looking for ... and ambulances and SPCI or the animal cruelty league or whatever you want to call them.

All of those in the NSRI which is the Sea Rescue people, they specialized ... You know all those weird ones, in our country we've also got this problem of snakes and when you see a snake you in your home, you can get a little bit traumatized and you don't know how to remove that thing because we've got some deadly fellows around here. You call the snake catcher and you want to have that button handy, you can't now go and have a look to see where they are and look them up on the internet. I found that aspect of it; that emergency one touch dialing is something that will keep the app on the phone.

Mike

The other thing that I've done with them is I've had a security alert where if there's any issue with trouble in a mall or there's been some accidents on the road, the owners of the app would send out a push notification, saying "Be careful of that place. Avoid that because it's of potential danger." A lot people would say, but that's available on the radio. Yes, if you're listening to the radio it's available but if you're not listening to it and somebody else is listening to it how does that remind you? Thus push notification function really solves that problem beautifully. With those two things I think people keep that app available.

Another little tip, I'll just give you the last one is to have the … On this particular security app I had it also on the golf app which was golfing tips which is the library of videos that you can have on self defense tips, or golf swing tips or whatever you want to call it. Those things keep the user on the personal standard, it keeps them engaged, it keeps that app on their phone which makes the push notification system work so beautifully.

Those are the tips that I would leave anybody who wants to market Zapable.

> # "Those things keep the user on the personal standard, it keeps them engaged, it keeps that app on their phone which makes the push notification system work so beautifully."

Andrew

Yes.

Mike

Those are the things that give you the edge of the other app developers who don't include those things.

Andrew

Honestly that's fantastic. Thank you so much Mike. I mean, I've done quite a few of these interviews now and I loved your first point that you made and it's kind of thinking outside the box really. It's not just about the app, but it's you know how you can market the app and help your customer market the app as well. I think that's brilliant, that's really useful. That's great advice. Yes, I'm just making the app useful I suppose so that people won't delete it. That's good.

Mike

That's the key to it. To make sure that they don't delete it, otherwise it's useless.

Andrew: Yes, for sure.

Mike: There's no point in having it in the app store.

Andrew: Yes.

Mike: It doesn't help anybody there.

Andrew: No, that's really useful. Thank you so much for that indeed. That kind of brings the interview to an end. I appreciate your time on this Mike, it's being really interesting conversation.

Mike: It's a pleasure.

'Seven time South African Business Entrepreneur Mike Jackson tells us how he has jumped wholeheartedly into the App Market and uses Zapable to make sales of up to $1,500 per app including a $129 recurring payment every month! He describes the Simplicity of Zapable as being one of its finest features and that anyone can do it...

Click here to activate your special $1 trial.