

commonsense Marketing



MARKETING



WEBSITES



MENTORING

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CASE STUDY Computer Cures Melbourne

After 10 years of working in the corporate sector, self-titled “Computer Nerd” Paul Zdzitowiecki started his own business, helping people in Melbourne’s south eastern suburbs with their technology issues.

The Issue

When his business wasn’t growing as fast as he planned, Paul read a few marketing books and attended marketing and business workshops, but found the information overload was confusing rather than helpful.

He found Commonsense Marketing online and joined our Gold member coaching program to receive one-on-one mentoring and marketing and business training. Paul is eager to learn, a real action taker and relishes in being held accountable.

The Solution

In the past few years we’ve:

- Developed his brand – Computer Cures – including logo, corporate vision and offers
- Developed and implemented an ongoing marketing plan
- Created all marketing assets including [website](#), CRM, stationery, brochures, posters, car wraps, social media accounts, etc.
- Developed a program to generate ongoing referrals and reviews

We continue to provide ongoing marketing services to increase his digital footprint, attract new customers and stimulate repeat and referral business.

We also assist with mentoring and the development of systems, assets and strategies that will provide Paul with a scalable, profitable business.

The Outcome

It is a pleasure working with Paul because he is highly motivated, committed and very passionate about what he does. Although a computer geek in every sense, he is patient and compassionate with people who find technology baffling. His outstanding customer service is reflected in the many glowing customer testimonials.

It's extremely rewarding to see the year on year growth in new and repeat business that Computer Cures has achieved.

The Assets

A sample of the many assets we've developed for Computer Cures.

The image shows a screenshot of the Computer Cures website homepage. At the top, there is a blue navigation bar with the company logo on the left and a list of menu items: HOME, ABOUT, HOME SERVICES, BUSINESS SERVICES, CUSTOMERS, HANDY TIPS, and CONTACT. On the right side of the navigation bar, it says "CALL NOW: 1300 553 166". Below the navigation bar is a large hero section featuring a close-up image of a stethoscope on a laptop keyboard. To the right of this image is the company logo and the tagline "FIXED QUICKLY EXPLAINED SIMPLY". Below the logo, the text reads "TECHNOLOGY ISSUES DRIVING YOU CRAZY?". Underneath the hero section are three hexagonal icons representing different services: "COMPUTER SLOW OR ACTING STRANGE?" (with a woman looking frustrated), "INTERNET SLOW OR DROPPING OUT?" (with a bee), and "PHONE AND DEVICES NEED SETTING UP?" (with a hand holding a phone). To the right of these icons is a small icon for "pay-tv-services" with the text "NEED PAY TV SERVICES SETUP PROPERLY?". Below the icons, the text states: "We come to your home or office to solve all your technology problems - PCs, Macs, Tablets, Smart Phones, Wireless, TVs, and more". Below this, it says: "We provide same day service, and provide Home and Business IT support. All our work is backed by our 30-Day Money Back Guarantee." At the bottom of the page, there is a partial image of a man holding his head in frustration, and a quote: "Technology is great when it works well - but when it doesn't - I bet you can feel your blood".

The [Computer Cures website](#) contains nearly 400 pages, receives > 4400 visits pm, and generates enquiries every day.



COMPUTER CURES
FIXED QUICKLY EXPLAINED SIMPLY

PLEASE REVIEW US ON ONE OF THESE SITES!

- <http://bit.ly/fbcomp>
- <http://bit.ly/gcomp>
- <http://bit.ly/compuredit>
- <http://bit.ly/wcomp>



REFER A FRIEND WHO NEEDS I.T. HELP
and we'll give you a \$50 JB HiFi Gift Card to say **Thank You for referring us.** (Minimum spend \$300)

COMPUTER CURES
FIXED QUICKLY EXPLAINED SIMPLY

JB HiFi GIFT CARD

Your Name: _____

Your Phone: _____

Friend's Name: _____

Their Phone: _____

Customer Referral and Review Program generates reviews and referrals month after month



For Fast Service, call 1300 553 166

IF AVOIDS:
Have you had a festive holiday season and are already making the most of 2020. We're excited to be back in action and are looking to expand our team - check out the details below.

THIS MONTH, we've got a couple of must-know tips that'll get your computer running as fast as possible. Not only will you save the best ways to back up your smartphone photos and the risks involving Windows 7 users. Let's get started.

SLOW MAC?
Are you grappling with a slow Mac computer? There are few things in life more infuriating than that sluggish startup or slow response. The good news is, by simply following a few of our best practices, you can significantly improve your device's performance.

BACKUP PHONE PHOTOS
With a camera in our pockets all day every day, we are taking more photos than ever before. Eventually, however, our phones will fill up, and we'll be faced with moving our beloved photos onto a hard drive or external storage device. Even if our phones have ample storage, backing up photos is important.

WHY YOUR NEW LAPTOP IS SLOW
Have you ever purchased a brand new Windows laptop computer, and found it to run almost as slow as your old one?

NEW YEAR, NEW LAPTOP
Are you ready to start the process of buying a new laptop? With so many devices available, and more coming out each month, it's quite difficult to filter out what's important.

Monthly newsletter stimulates regular enquiries and repeat business



For Fast Service, call 1300 553 166

NEED HELP?
We'll take care of you, and we'll pay for it. We'll give you \$50 or \$100 in JB HiFi gift cards to say thank you.

WHY WOULD WE DO THIS?
To say thank you for referring Computer Cures to someone you know.

HOW TO GET A \$50 OR \$100 GIFT CARD
Refer us to your family and friends and get a \$50 or \$100 gift card. (Minimum spend \$300.)

JB HiFi \$50

JB HiFi \$100

GET RELIABLE TECH HELP NOW
CALL 1300 553 166 OR GO TO COMPUTERCURES.COM.AU

TECHNOLOGY IS GREAT... WHEN IT WORKS

Sluggish computers, slow internet and complicated devices are extremely frustrating. Avoid the headache. Get fast, reliable tech help today.

NEED MORE?
Here are a few more ways we can help:

- Offer tech TLC with computer maintenance
- Streamline your claim with insurance reports
- Save you hours with service provider liaison
- Offer tech training in easy-to-understand language
- Troubleshoot your computer issues remotely

HERE'S WHAT OUR CUSTOMERS HAVE TO SAY

"Our experience with Paul was complete. He was able to fully analyse the issues that were frustrating us, not only did he resolve the various difficulties, he also dealt with Telstra, Foxtel and fixed the sound quality of television."
- Carmel and Des Thomas, Brighton

"Paul knows his stuff. He removed over 1500 viruses from my daughter's laptop. I was on the verge of throwing the thing away, so bad were the internet browser ads and malware. This saved me around \$1000. What Paul has done for my family's entertainment, by connecting our new flat screen TV to the internet - is cream on the cake."
- Alan Row, St Kilda East

- We come to your home or office to solve all your technology problems - PCs, Macs, Tablets, Smart Phones, Wireless, TVs, and more.
- We provide same day service, and are available on Saturdays.
- All our work is backed by our 30-Day Money Back Guarantee.

GET RELIABLE TECH HELP NOW
CALL 1300 553 166 OR GO TO COMPUTERCURES.COM.AU



One of several brochures designed and developed for Computer Cures

"I hired Annette for marketing & business coaching and it's been the best money I have ever spent. After implementing all her marketing systems I have doubled my revenue, get 3+ new referrals per week and have also increased revenue per client by 25%. One of the other things that Annette has helped me with is the 'mental' mindset component of running a small business. She has given me the confidence and mental strategies that allow me to only work with high-quality clientele and filter out the rest. This allows me to always exceed my client's expectations and makes me tremendously happy. I highly recommend Annette to any small business owner, who feels they are stuck in a rut and don't know how to take their business to the next level. Annette is a true expert in her field and a pleasure to work with. Above all else Annette gets exceptional results, and this is what matters most."

Paul Zdzitowiecki, Computer Cures