

# Building Your Brand: Marketing and Business Concerns



Dave Greenbaum of  
DoctorDave™ Computer Repair  
[www.calldrdave.com](http://www.calldrdave.com)  
@calldrdave

MACTECH







Geek Squad!



# Robert Stephens

- “The complete and total domination of the computer support business”



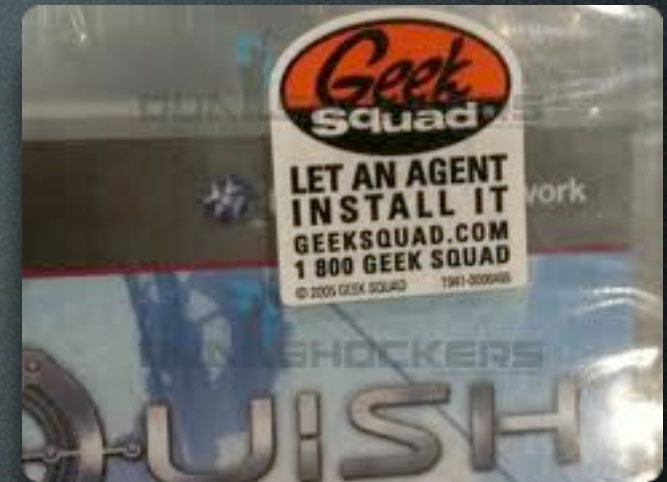


# Branding

- Targeted
- Consistent
- Meaningful
- Lasting







# Branding!



# Your Business name

- Common names to avoid
  - Your name/initials and “Computing Services”
  - Nerd, Dweeb, Geek
  - Differentiation?
  - Over saturation!





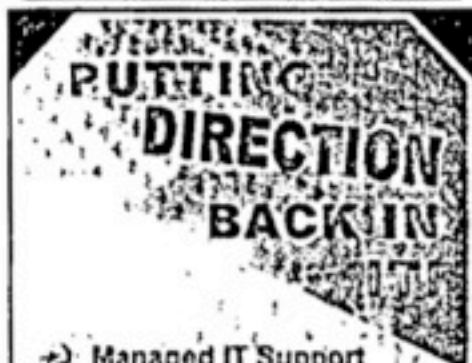
# Phonebooks!

## Computer Graphics & Digital Imaging - (Cont'd)

Jacques Designs, LLC  
www.jacdesigns.com

371-2671

## Computer Network Design & Systems



- Managed IT Support
- Website Design & Hosting
- Software Development
- PC/Servers Sales
- VOIP Systems

TheBillGuy.com  
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Wichita, KS 67202



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ISG Technology Inc 8201 E 34th St Ste 605 — 636-5655  
LAN Design Engineering 207 S Main — 729-9341  
Mid Continent Technology Group LLC  
11715 W Sherac St — 722-8766  
Network Consultants 920 N Tyler Rd — 201-4240  
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PowerNet, Inc 216 S Vine St — 320-1120  
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Providing Software Solutions Since 1978

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For Your Business Needs

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Saas Paul & Associates

www.saas.com

7015 E Hwy — 683-2373

Taytech 6384 7th Dr Unit — 620 782-9685

TK Fast LC 437 S Hydraulic St — 260-4242

TKFast 437 S Hydraulic — 260-2500

Voice and Data Connection Inc

www.vdc.com

435 N Commercial Ave — 772-5545

## Computer, Online Servs & E-Commerce

Road Runner High Speed Online 701 E Douglas Ave — 263-3278

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Cartridge King Of Kansas 2818 E CENTRAL AVE — 269-1337

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620-532-1313

## Computer Software & Servs

See Also CAD (Computer Aided Design) Systems & Servs

ACCESS GROUP LLC

**ACCESS**

PROFESSIONAL SOFTWARE INC

sage

Authorized Partner

Providing Software Solutions Since 1978



# DoctorDave™

## Computer Repair

- “Making Mouse Calls Since 1990”





# Using Professionals

- Quality logo
- Memorable Tagline
- Printed Business cards



Professionalism is key



# How you dress

- Logo uniform
- Explains your purpose
- Uniforms avoid...



Tova!









"I could set the building on fire"



# Dave's invoice

- “Can I borrow this?”
- NO!

## AGREEMENT: TERMS AND CONDITIONS

**CHARGES and PAYMENT:** DoctorDave charges for time and materials. The minimum time charged for any service call is one (1) hour. After one (1) hour, time is rounded upward to the next half hour. For example, one (1) hour and fifteen (15) minutes of labor will be charged as one and one-half (1 1/2) hours. DoctorDave also provides phone support which is billed in 15 minute increments. DoctorDave may also charge a trip charge for service calls dependent upon the location of the actual service. Payment is required at time of service unless alternative arrangements are made in advance. There will be a \$30 returned check fee

**RISKS:** Client understands that there are hazards and exposures connected with DoctorDave's services and that such services involve a



**Doctor  
Dave**

4105 West 6th Street  
Suite B-6  
Lawrence, KS 66049

(785) 841-8766

Service Order and Invoice #: 101602

Client Name:

Address:

City, State, Zip:

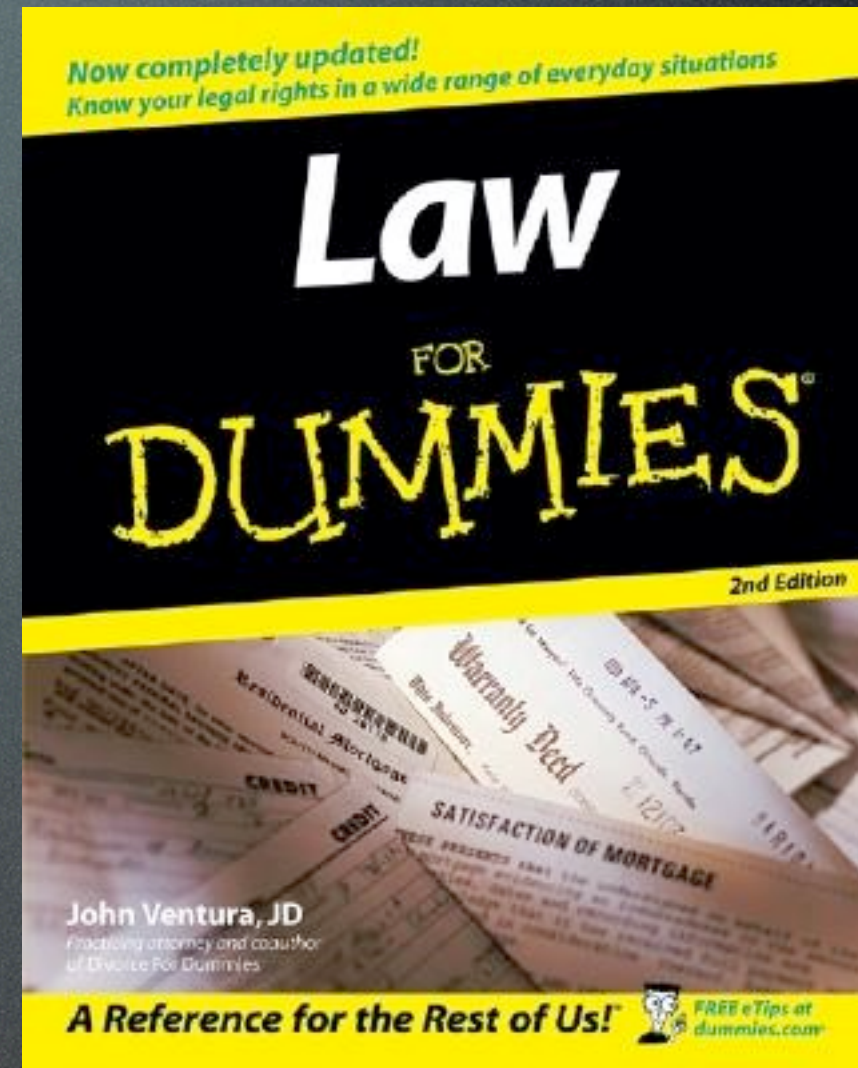
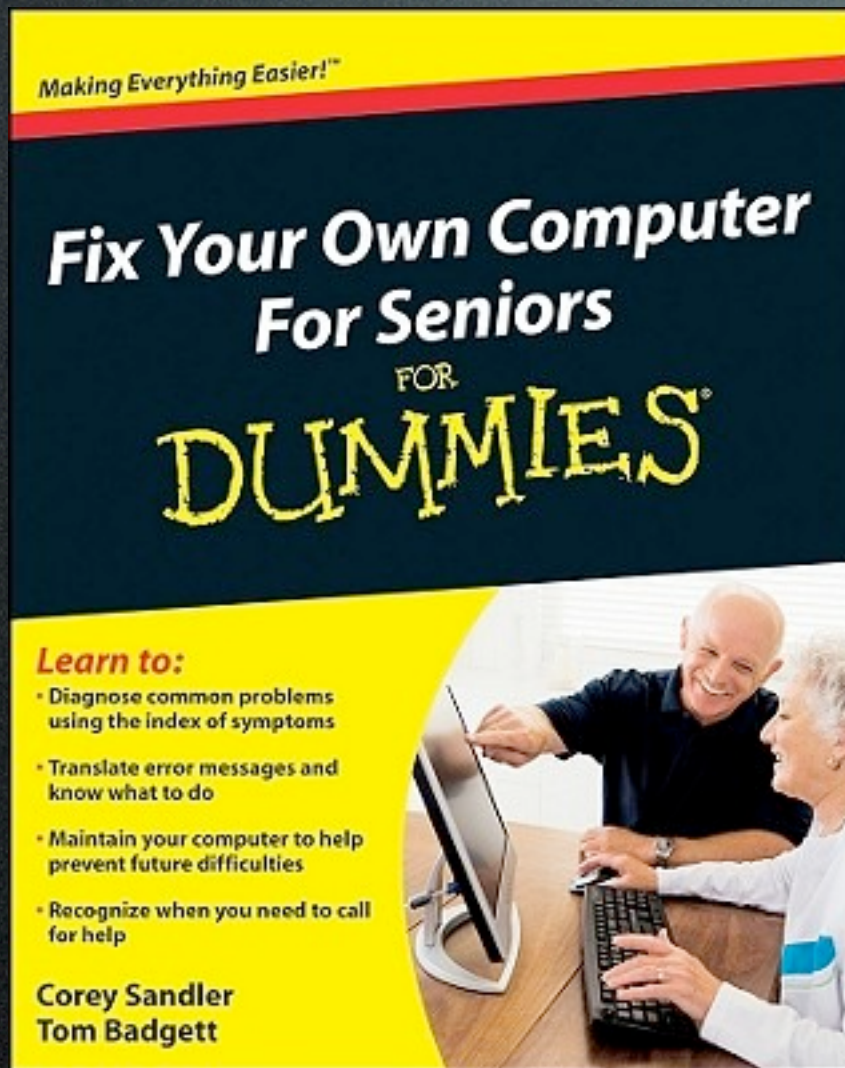
Date and Time :

Contact, Phone Number:

Email:

Intake Services Requested:





Saving money

can cost you!

Do it yourselfer?



# Business Support Team

- Graphic Designer
- Attorney
- Insurance Agent
- Accountant



Roy and Moss  
understand!



# Homer Simpson sez

- “Money can be exchanged for goods and services!”
- Banker





# Accepting Payment

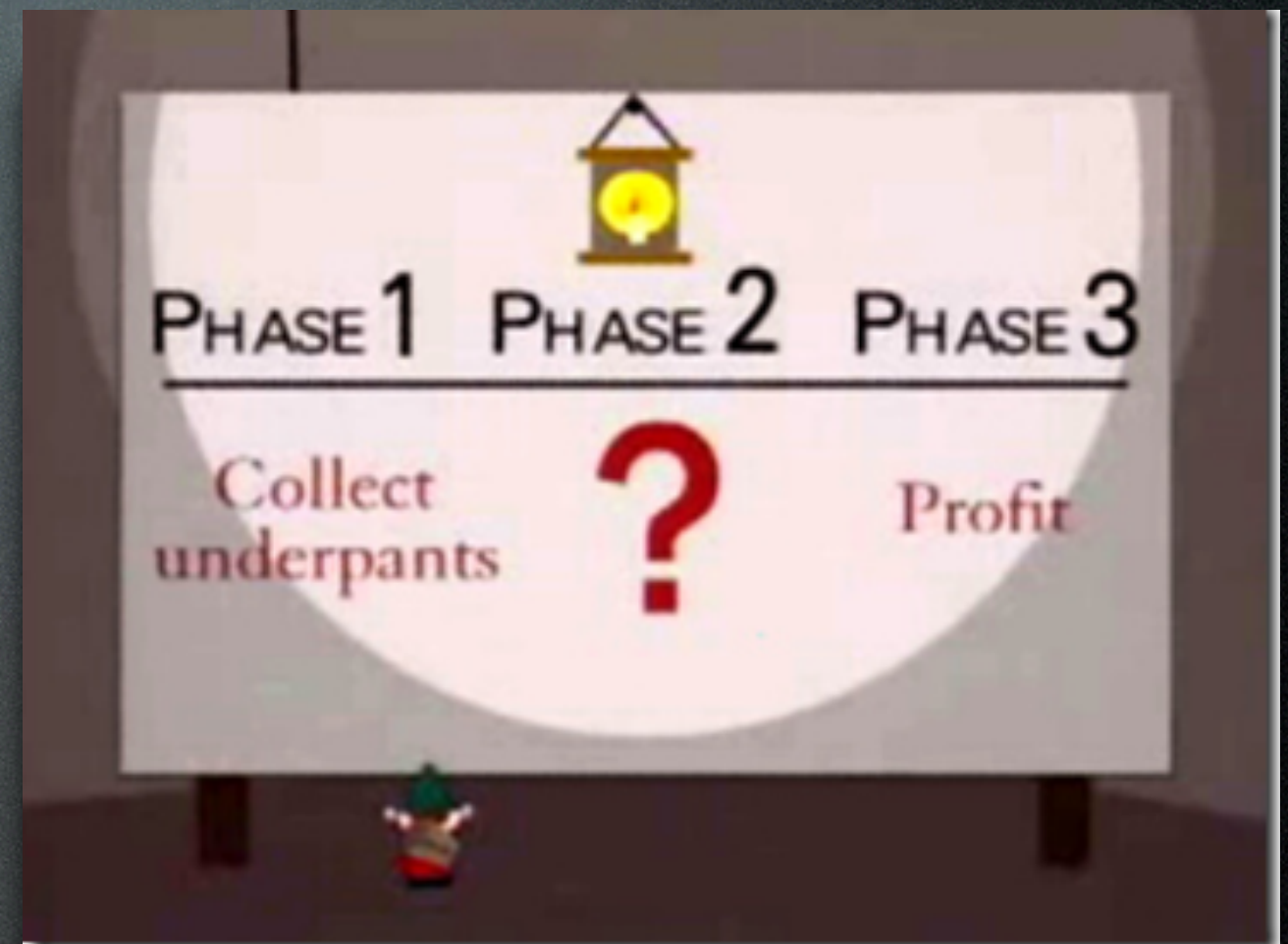
- Check to your business
- Credit Cards
  - Square, Sail, Here
- Invoicing
  - Freshbooks





# Pricing

- Phase 2!
- Flat rate
- Hourly





# Setting Pricing

- Too low
  - Cost Conscious
- Too High
  - Out of reach
- Goldilocks- Just right
- Use discounts?





# Discounts

- Pre-payment
- Senior Citizen
- Loyalty
- Memberships
- Raising rates?





# Volunteering

- House of worship
- Educational
- Charity Organizations
- Auctions
- Halo effect
- Invoice them!





# Face to Face Marketing

- Elevator Speech
  - Think of Mom
  - Boastful
  - Interesting
  - Unique





# Referral Groups

- BNI, LeTip
- Infomercials
- “Do you know someone that...”
  - Does accounting?
  - Fixes computers?





# Business Support Team

## KEY REFERRAL SOURCES

- Graphic Designer
- Attorney
- Insurance Agent
- Accountant
- Banker



Experts of awesomeness!



# Other Referral Sources

- Collaborators
  - AV installers
  - Electricians
- Competitors
  - Servers
  - PCs





# Satisfied clients

- Ask for referrals
- Ask for reviews
- Don't accept tips





2012 JANUARY FEBRUARY MARCH APRIL MAY JUNE

**Doctor Dave**  
www.calldrdave.com  
785-841-8766 • 877-699-3721

Posts About Photos Videos Edit your review

📍 **4105 West 6th Street** Lawrence, KS 66049  
(785) 841-8766 • (785) 218-9676 (Mobile) • calldrdave.com Edit details  
4105 West 6th Street Lawrence, KS 66049

📞 Computer Repair Service · Today 9:00 am – 9:00 pm

🗣️ From the owner: "Dave Greenbaum aka DoctorDave has been making "Mouse Calls" since 1990 doing professional computer repair on Apple Macintoshes and Windows PCs as well as wired and wireless networks"

**SCORE** OVERALL **28** 34 reviews ? Scoring guide

**At a glance:** pcs and macs · new hard drive · greater kansas city · computer problem · wireless networks

# Online reviews



# Taking care of the customer

- Complaints
  - 1. Returning calls
  - 2. Showing up
  - 3. Following up

You need to restart your computer. Hold down the Power button for several seconds or press the Restart button.

Veillez redémarrer votre ordinateur. Maintenez la touche de démarrage enfoncée pendant plusieurs secondes ou bien appuyez sur le bouton de réinitialisation.

Sie müssen Ihren Computer neu starten. Halten Sie dazu die Einschalttaste einige Sekunden gedrückt oder drücken Sie die Neustart-Taste.

コンピュータを再起動する必要があります。パワーボタンを数秒間押し続けるか、リセットボタンを押してください。



# Leave behinds

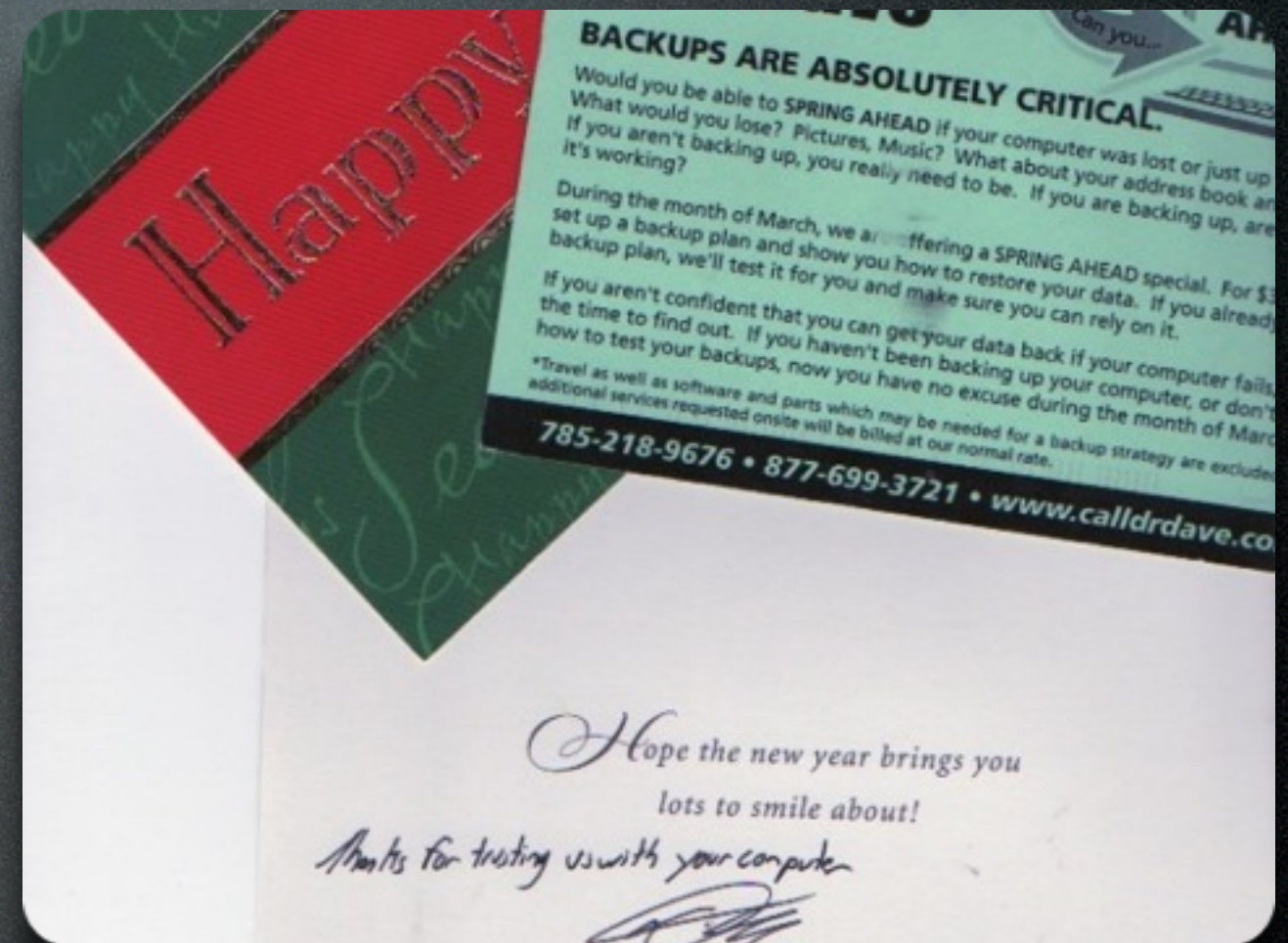
- Invoice
- Promotional items
  - Microfiber
  - Stickers
  - Post-it





# Touchpoints

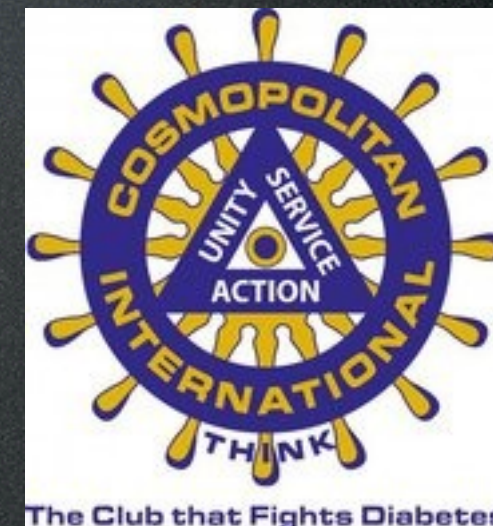
- Printed newsletter
- Postcards
- Holiday cards
  - Handwritten





# Community Orgs

- Rotary
- Toastmasters
- Cosmopolitan
- User Groups
- As well as others





# Shared Interests



- Local Papers
- Meetup.com
- Conversation starter





# General Social Settings

- Coffee shops
- Gym
- Wear T-shirts!





# Vehicle Message

- Magnetic
- Sun-shade
- CardCaddie.com
- Strategic locations





# Messaging opportunities

- Magazines in waiting rooms
- iPhone, laptop case
- Coffee mug, shopping bag







# Public Relations



# Public Relations

- HARO
- Give good quote
- Always mention your business and contact info





# Email local paper

- Local angle to national story
  - Give some quotes
- Pitch an idea
  - Backups
  - Internet threats
  - Buying a new Mac


**Steve Alexander**

Columnist/Reporter | Technology

Phone: 612-673-4553

Email: [alex@startribune.com](mailto:alex@startribune.com)

Steve Alexander follows consumer and business technology trends, and writes a weekly question and answer column for consumers. He also is a general-assignment reporter for business news.





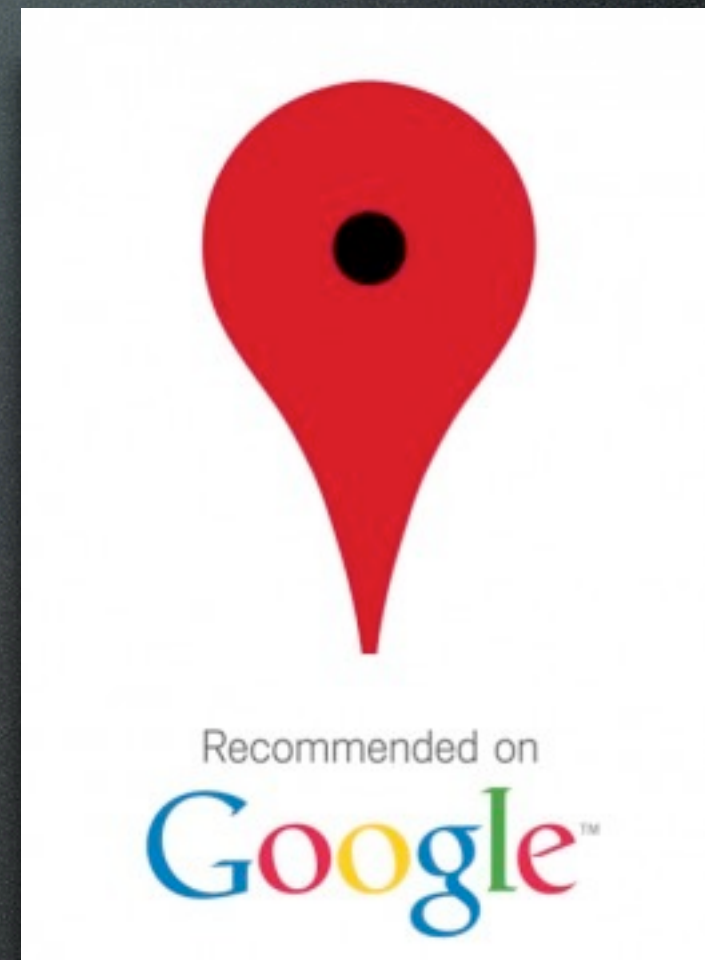


# Social Media



# Social Media Goals

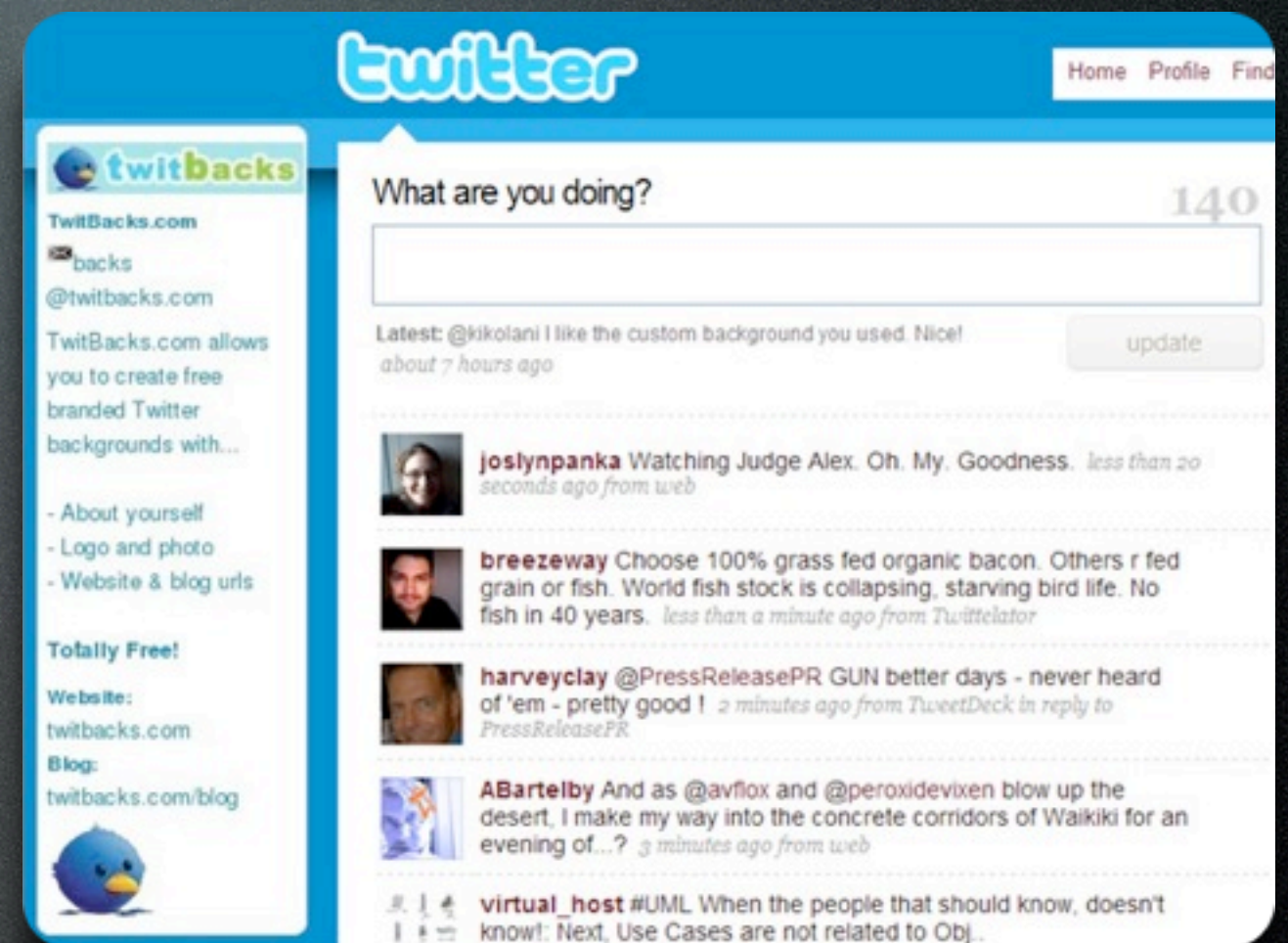
- 1. Claiming identity
- 2. Provide content
- 3. Respond effectively





# Claiming Identity

- Twitter
  - Create a name
  - Use your logo
  - Use Twitbacks.com





# Claiming Identity

- Facebook
  - Create a Page
  - Claim physical location
- Linked-In
  - Similar system

**DoctorDave™ Computer Repair in Lawrence Kansas**

477 likes · 44 talking about this · 5 were here

## Companies You're Following



**DoctorDave Computer Repair (Mac and PC) in Lawrence, KS**

Information Technology and Services, Lawrence, Kansas Area

[Stop following](#) · [Notification settings](#)



# Claiming Identity

- Yelp, Google Plus, Foursquare
  - Claim name
  - Verify
- Why should you care?
  - Google
  - Siri, Bing

## Claiming your business page will allow you to:

- ✓ Track and respond to reviews of your business
- ✓ Create Yelp Deals to convert your visitors to paying customers
- ✓ Add photos and information about your business
- ✓ Monitor views of your business page on Yelp

[Claim my business](#)



# Providing Content

- Interesting, fun
- Be personal
- Stay uncontroversial
- 20% personal





# Yelp

- Review other businesses
  - Fill out your full profile
- Stay positive
- Leads to direct sales!

**David "The Doctor" G.** My Blog Or Website  
<http://www.calldrdave.com>



**"Paleolithic diet make caveman hungry!"**

44 Friends  
57 Reviews  
1 Review Update  
13 Firsts  
12 Tips  
4 Fans  
54 Local Photos  
1 List

**When I'm Not Yelping...**  
I'm fixing computers—I'm pathetic—really

**Rating Distribution**

Rating	Count
5 stars	34
4 stars	17
3 stars	2
2 stars	4
1 star	0

[View more graphs »](#)

☒ Review votes:  
134 Useful, 45 Funny, and 44 Cool

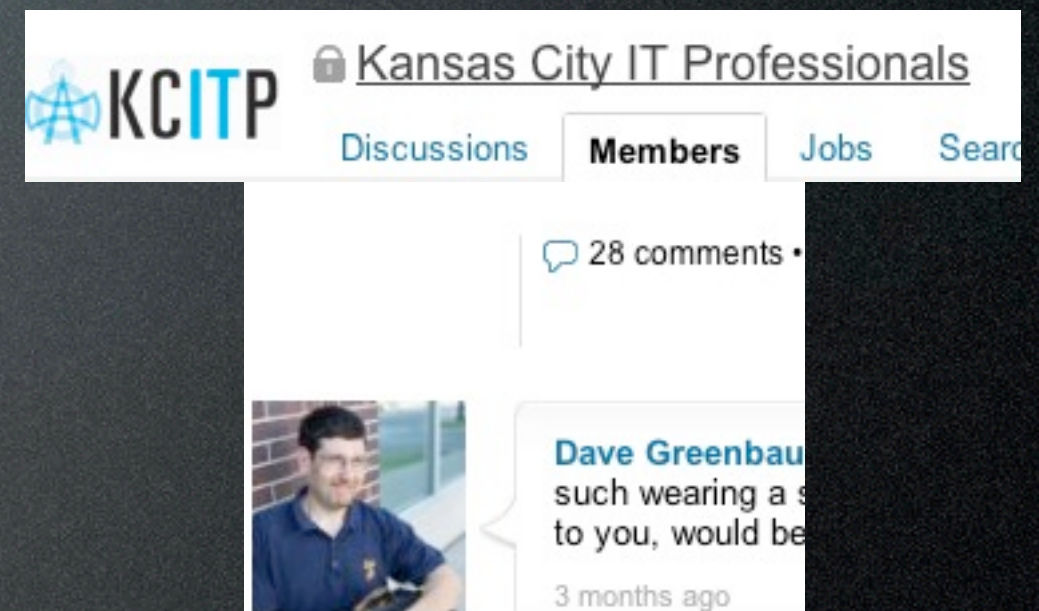
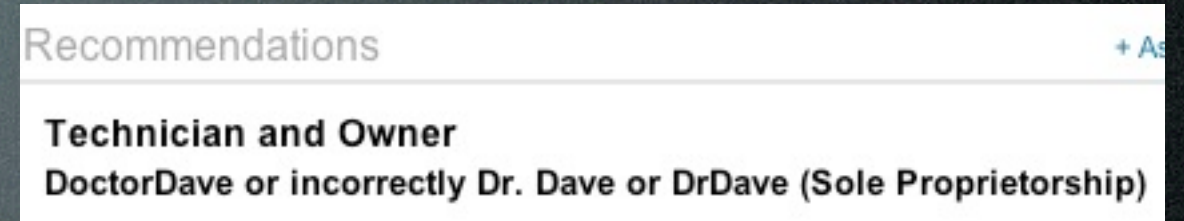
**Compliments**

Icon	Count
Smiley face	1
Person	4
Pencil	10
Flag	15
Fire	1
Snowflake	6



# LinkedIn

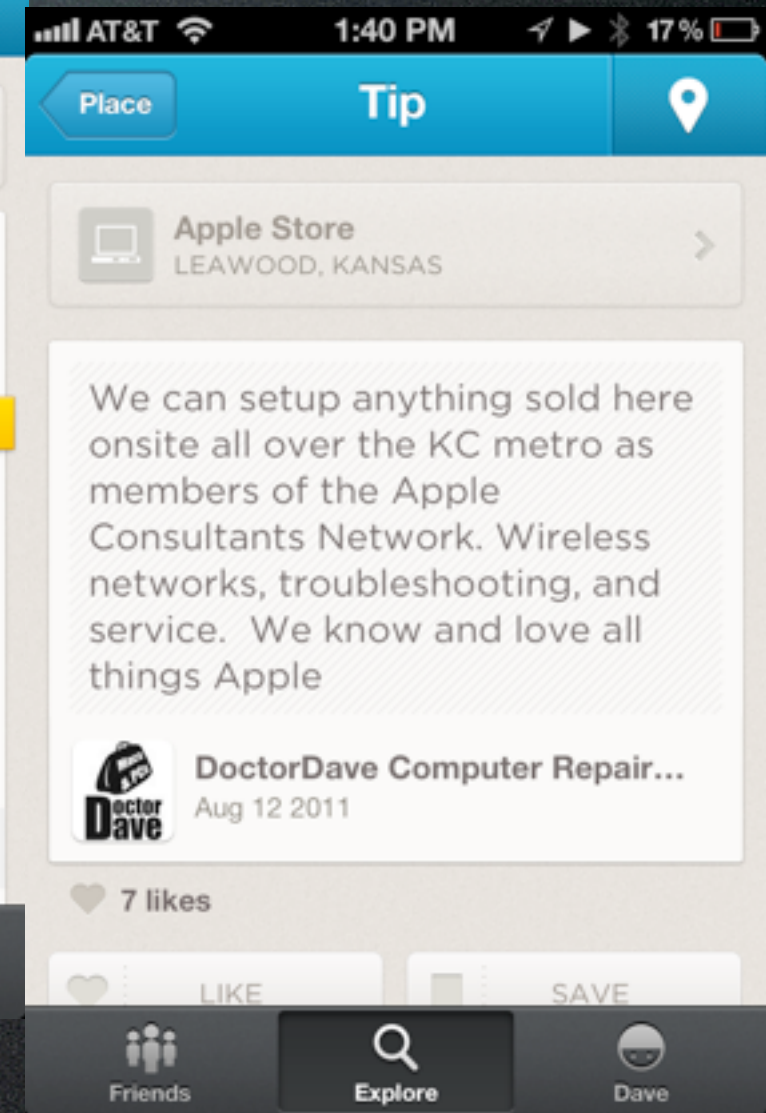
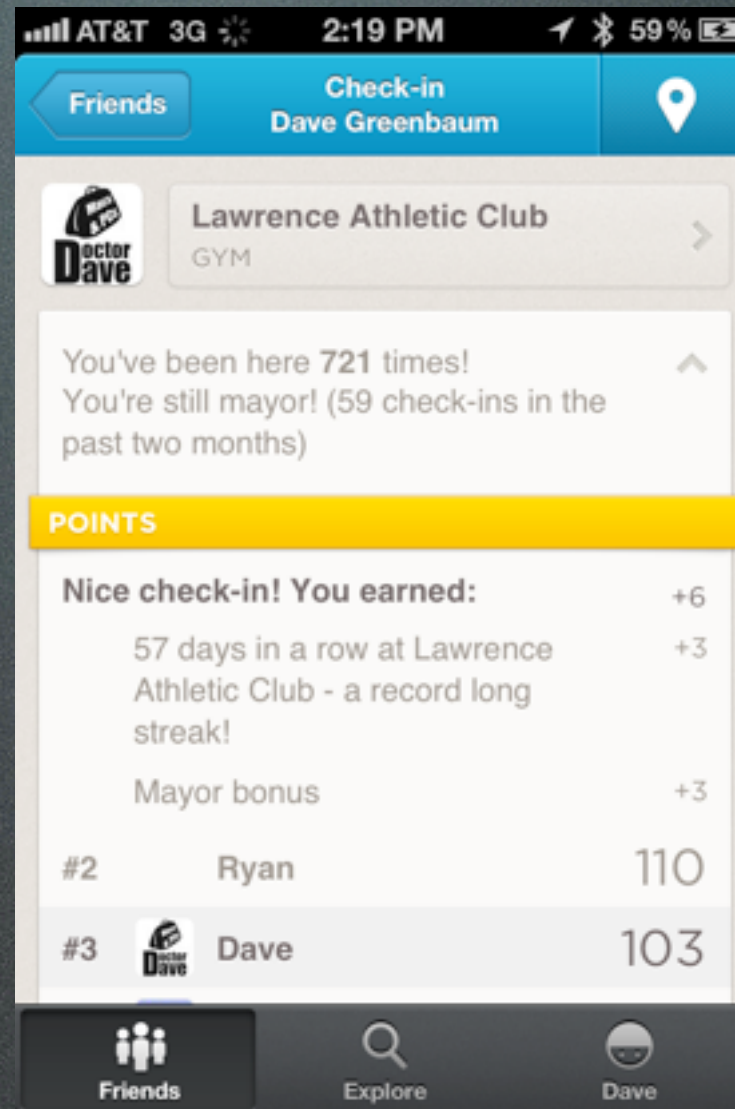
- Reciprocal Recommendations
- Group discussions
- Full Profile





# Foursquare

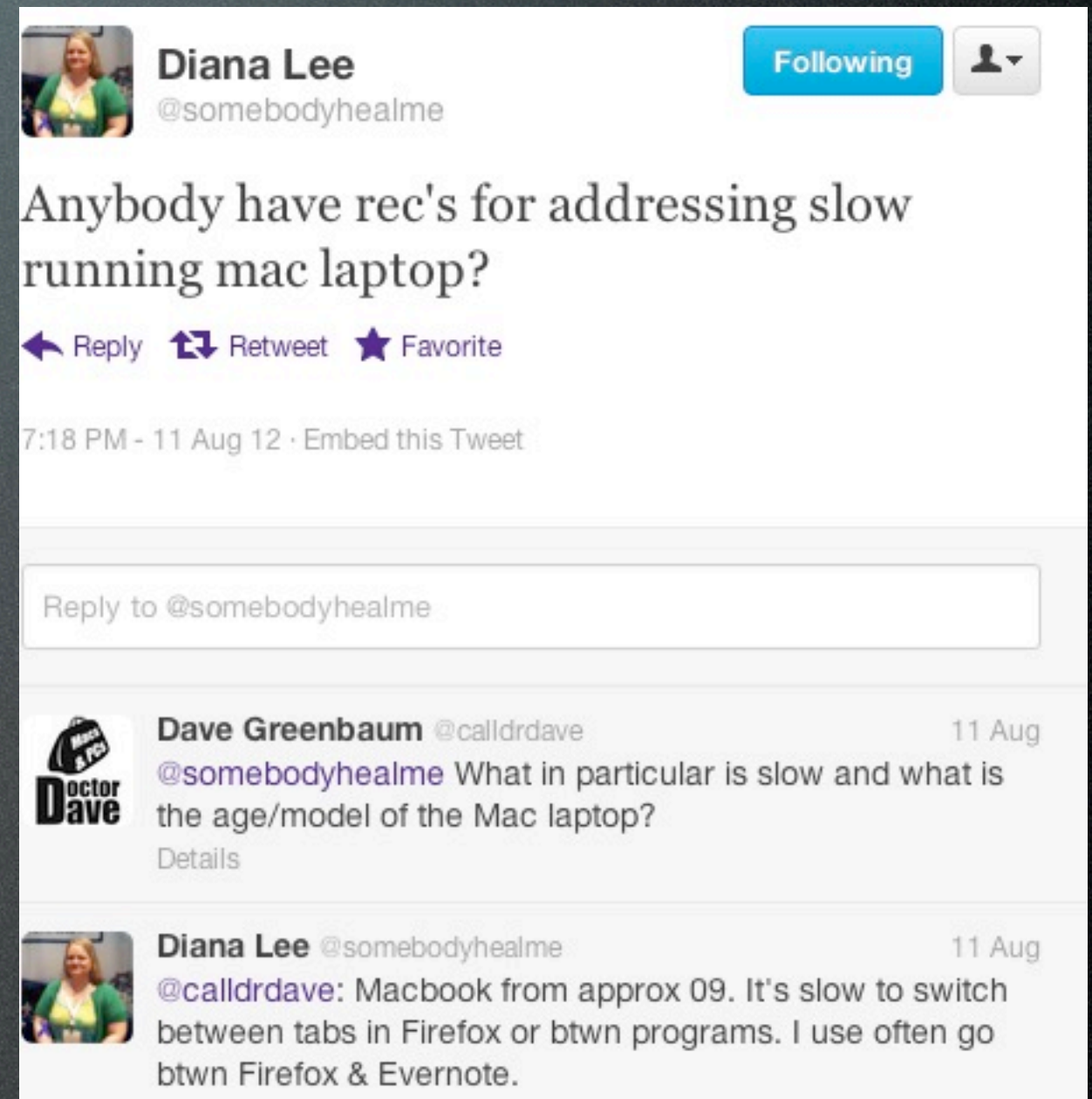
- Checkin
  - Personally
  - Business
- Leave tips at other places





# Respond effectively

- Setup notifications
- Response timely
- Proactive
  - Twilert
  - Competitors







**Caroline** @linercare

20 Jul

Ugh, can't rememer Twitter handle for computer doctor!  
Anyone? @debjohanning can ya help?

Details



**Eric J. Gruber**

@ericjgruber

@linercare @debjohanning You mean  
@calldrave?

← Reply ↻ Retweet ★ Favorite

7:27 PM - 20 Jul 12 via Tweetbot for Mac · Embed this Tweet



Kathryn Toyne with jeremyhallmu... 24m

@jeremyhallmusic @calldrave is  
who you're looking for.



Jeremy Hall with ktoyne 37m

@ktoyne hey whats the mac guy's  
name that fixes mac stuff in  
Lawrence?



# Social Media WIN



# Full Circle

- “Can you imagine what a large company would do to us?”





# Your differentiators

- Small
- Local
- Responsive





# The end?

- More questions--
- Ask
  - Tweet @calldrave
  - Face-to-Face Network
  - Connect socially
    - LinkedIn
    - Facebook

