



FOUR REASONS TO CHOOSE NATIONAL LAPTOP REPAIR

Chapters

- (1) What Do Your Customers really want?
- (2) Why NLR?
- (3) Are you creating an online presence? If Not why not?
- (4) Market Recognition as Trusted Advisor



Introduction

Welcome to National Laptop Repair the brand new National Tech Repair Accreditation Programme, which is by invitation only.

This short e-Book is a brief document giving you all the key facts of NLR, what it's purpose is, how it was born and crucially what it can do for your business.

The idea of NLR was developed because of the online experience gained and learned through Cambridge Laptop Repair. CLR was acquired in May 2010 by PC CALL LTD. The mix of customers was 70/30 in favour of trade customer repairs. Whilst this was very good, I focused our efforts on developing the online retail opportunity too, in a very specific way. It was clear to me, even though we had a "National online " trade business and to a certain extent a retail online business too, we were not capturing a big enough market because we were not local to the customer. Sometimes a customer simply wants to find the trusted local computer / laptop expert in his / her town and not rely upon a courier to send their product to somewhere they have no idea where it is going to. I can understand this. The biggest dilemma however is

WHO IS THE TRUSTED ADVISOR in your town or city, WHO should be recommended and be awarded with a definitive accreditation?

It is for this reason alone I decided to create a network of trusted partners; people who like me care about their business, and their customers like we do. At CLR, we are very passionate people and are very proud of what we have created. We aim to always deliver the best possible repair every single time, and when we cannot, we know our advice will be the best available.

The following chapters will explain how this network can help you to help your customers receive amazing service.

Chapter 1

What do YOUR Customers Really Want?

Your customers are just like my customers so I feel very comfortable in being able to describe exactly what it is they like and don't like.

It has been clear to me for many years being in the customer service industry, if you can have empathy and genuine appreciation of a customer needs anything is possible in terms of what they may buy from you. Most businesses think and believe if a customer wants an "iron" he will come to the "iron" shop. Etc. Maybe so, a few years ago, however things have changed forever. Customers have become far more enlightened and educated with a mix of savvy thrown in for good measure. This is because of their advanced use of the Internet. If you need any proof of this pull out the latest copy of your Thompson directory or Yellow Pages! It will occur to you how thin and small the book has become!

By simply knowing how to query the Google keyword tool correctly, you will soon discover there is a huge untapped market of potential customers looking for your help. How do I know this?

Well I am a regarded as an "expert" in the area of online business marketing. I consult on the following to many companies and industries across Europe. The main areas I consult on are:

- ✓ Google Adword Campaigns (successful ones!)
- ✓ SEO within Google for most types of web sites
- ✓ Re-marketing – A phenomenally powerful tool for growing your brand
- ✓ Blogs and how they work for you
- ✓ Online video and audio content
- ✓ Google Keyword Search tools
- ✓ Google Analytics
- ✓ Google Webmaster tools

I help to monetize the Key Performance Indicators for your business by understanding the metrics for our industry.

Here is an example of what I mean:

Based on one or more of the following:

New! Select a campaign and an ad group to get even better keyword ideas

Word or phrase	Screen replacement Laptop Repair
Website	www.google.co.uk/page.html
Category	Apparel

Only show ideas closely related to my search terms

[Advanced Options and Filters](#)

Locations: United Kingdom Languages: English Devices: Desktops and laptops

Search

[About this data](#)

[+ Add keywords](#) [Download](#) [Estimate search traffic](#) [View as text](#) [More like these](#)

[Group by None](#) [Sorted by Relevance](#) [Columns](#)

Search Terms (2)

<input type="checkbox"/> Keyword	Competition	Global Monthly Searches	Local Monthly Searches	Approximate CPC
<input type="checkbox"/> screen replacement	High	673,000	110,000	£0.67
<input type="checkbox"/> laptop repair	High	450,000	90,500	£1.48

The two examples of keyword searches are:

1. Screen replacement
2. Laptop Repair

The UK monthly search returns for these criteria are a staggering 110,000 for screens and 90,500 for laptop repairs – this is PER MONTH!

Of course these are not all 100% “buyers” but a high percentage are, and this is my point. Your customers are looking online for these repairs and they are looking in a National “shop window” NOT local in the first instance. The problem is now they are finding a real plethora of choice – some possibly good, some dreadful some quite simply how do you know? So these large volumes of repairs are dissipating across the UK in a diluted manner with very little understanding of how the customer finally resolved their problem.

Now hold this thought for a minute.

Several other industries had this problem several years ago:

1. **Car Crash Repair Industry** – fraught with high prices poor service, poor quality of repair and was very fragmented. So the insurance companies changed things for their customers and created networks. These networks of accredited Bodyshops exist today in the UK and are high quality repairers with highest standards of customer service quality of repair, and price standardization.
2. **Home Insurance Goods** – Same concept.
3. **Car Dealerships** – Manufacturers allowed independent companies to retain their independence but allow them to marry in to a Service Level Agreement to be able to sell the best products in the relevant market (e.g. sell and repair bmw's).

So in essence the best and most eloquent way to deliver a stunning service for customers, is deliver uniformity and a charter of standards which the customer says "YES PLEASE " IM IN!

Customers love to be able to read what it says on the can, say yes or no, and opt in or not. I believe one way to succeed and promote success for you and for those online savvy customers is to reach out and give them all the things they are looking for. The insurance world spent millions researching the subject, so did the big car giants. They made networks from small and large family or independent businesses. These businesses formed successful partnerships in their respected industries and are now industry leaders.

The concept of National Laptop Repair is simplicity at its best - to make a National Industry of leaders integrated to a network as trusted partners for success.

Chapter 2

Why NLR?

- ✓ National Laptop Repair is by invitation only.
- ✓ Your very own local one page presence on National laptop repair domain giving details about your company services, opening times payment methods and contact details.
- ✓ It is an accreditation with meaning and integrity.
- ✓ No monthly charges for the Accredited Partner Status.
- ✓ Signage and media kits available for exterior and interior of premises.
- ✓ Video training content and Technical Centre of Excellence training courses available.
- ✓ Access to highly targeted traffic looking for repairs you can fulfill.
- ✓ Be part of a future network evolving and maturing within the IT sector.
- ✓ Powerful sales opportunities in new technologies.
- ✓ Better “buy” prices on Laptop, Tablet and Smartphone components.
- ✓ Trusted Advisor status.
- ✓ Constant online marketing campaigns aimed at driving highly relevant traffic to your enquiry page.
- ✓ Mobile App locator and web site locator, which will find you by postcode and distance from customer location.

Chapter 3

Are you creating an online presence? If Not why not?



Our research shows some companies are missing out on massive monthly search traffic simply because they do not have an online presence.

Are you regularly
monitoring and **enhancing**
your reputation online?



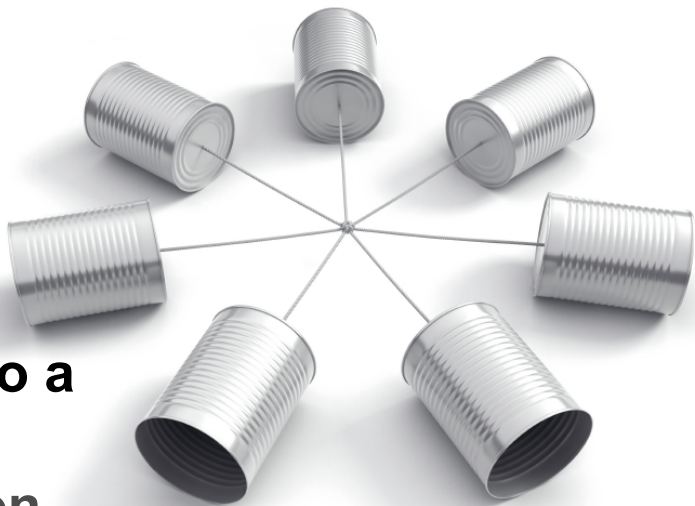
Are you **active** in all the places
where your **target customers**
hang out online?





Why not?

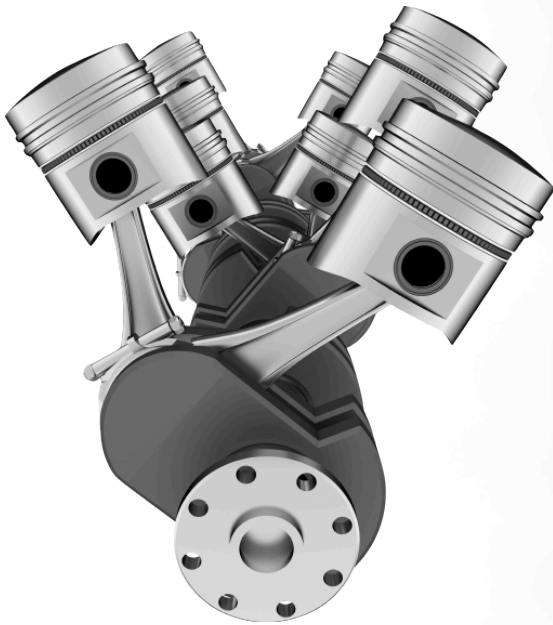
**Truth:
Marketing
has shifted
from a
one-way
broadcast to a
multi-point
conversation**



97% of consumers use online searches when **researching products or services**

78% of consumers trust **peer recommendations**

Only **14%** trust ads



YouTube is
now the
second
largest
search
engine

YouTube gets **>300,000,000** visitors a month who watch more than **2,000,000,000** videos



People go there to **look for videos** to answer their **questions**, show them **how to** do something, or **review** a product or business



There are more than
200,000,000 blogs



People are
more likely to
visit blogs that align
with their **interests** because blogs
are **non-selling environments**

Whether you know it or not,
your **prospects & customers**
are **using social media**

According to **Yahoo!**
92% of all business searchers
start looking online, either at
home or on their mobile
phones



**Marketing online isn't
an option anymore —
it's a requirement**

It's where your
**prospects &
customers** are
searching to find
businesses they can
trust to buy products
or **services** or get their
problems solved



Marketing online is no longer
just about having a **Web site**
where people come to
find your business



It's about **going where**
they are online and
connecting with them in
those locations

Good news:



There is **still time** to get **established** before it's **too late**





How?



Three steps:

**Get out there and
get found**

Engage

Follow up

Get out there & get found



Google is important but you also need to be present where your **customers spend time**

Get out there & get found



But it's not
“**set and forget.**”

You need to
stay **fresh**

Get out there & get found



Social media
are like big
grocery stores

Get out there & get found



There's a
"sell by" date
on every
message --
and **it's today**

Get out there & get found



If you're not delivering something new on a regular basis, **other messages** are going to **replace yours** on the shelves



What are the **keys** to a **successful** online marketing program for your **business**?

Get **started** right now



Integrate all the elements so they amplify each other—search engines, video, social media, mobile marketing

Let's get **started** right now





Chapter 4

Market Recognition as Trusted Advisor

There is only one way to ultimately succeed above your competition and that is to achieve the lofty claim of “Preeminence”. To achieve this status, your business must become the true public local trusted advisor.

The NLR programme will nurture this status with you through delivery of integrity based marketing initiatives, training if required and an ongoing aggressive online presence which will support and work with your company not against you. The programme will be rich with content on how to best handle enquiries of any nature including tablets smartphones motherboard repairs and game console repairs.

The next step is to engage in an online interview and discuss your needs within this programme.

Brett Matthews

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