



# THE SUCCESS STORIES SERIES

From Zapable HQ

Andrew  
Hamilton

ZAPABLE TEAM



talks to



Liam  
Quirk

ZAPABLE CUSTOMER

Liam Quirk and his Digital Marketing Partner Frank spotted a gap in the market for building apps using Zapable and they haven't looked back since! A few months later and they have sold 5 apps to customers starting at \$3,600. Their business has changed forever and the customers keep rolling in.

Check it out below...

**Case Study:** Liam Quirk

**Name:** Liam Quirk is based in New Jersey in the United States

**Age:** 55 Years Old

**Previous Work History before Zapable:** An English Professor and Marketing Strategist.

**5 Apps Sold In Multiple Industries– 7 Apps sold to date in the Restaurant, Retail, Podcast and Nonprofit niches.**



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Andrew

Hello everyone. It's Andrew Hamilton here, at Zapable HQ. Welcome, today we've got a really good case study interview with Liam Quirk. Hi Liam, how are you doing?

Hey, how's it going, Andrew?



Liam



Andrew

Good stuff, we'll just fall right in here, Liam. If you want to start off, just tell us quickly, just a little bit about yourself and with your business.

Sure, yeah. I run a company called River City eMarketing. We've been around like 6 years. We do all kinds of things, websites, videos, podcasting, and about 5 years ago, I brought a partner on board and it's Frank Sasso, and he's one of the former animators for Ren and Stimpy, so we do a lot of graphic design stuff, as well as the videos that we do, have kind of an animation element to them, often. We keep our eyes and ears peeled for the newest, the latest and greatest, and we knew that the app revolution was coming. About a year ago, we were really looking around.



Liam

That's when Zapable showed up, so that was perfect timing for us, and we jumped right in, there. Just in terms of apps, we know that this is kind of the time of the app revolution. It's just coming, now. I think last year was too soon, and next year will be a lot more competitive, so this year is really perfect timing for that. That's one of our main focuses, right now, is making apps, and we even have a promotion going right now called The Summer of Apps, and got some sales people geared up to help us with. We are all about apps, at the moment.



Andrew

Fantastic, it's great to hear. Yes, we heard a little bit about your Summer of Apps campaign. If you maybe just want to expand a little bit on that, exactly, for our listeners, that'd be great.



Liam

Sure, yeah well as we've done our market research, we've realized that most companies, business, restaurants, gyms, lawyers, everybody, they're aware of apps, and they sort of seem to want one, but they don't really quite know yet how you go about it, or how much it costs, and so it's really, really good timing, because now we're seeing all the major franchises and some of the bigger, independent businesses are all coming out with apps, right now. You know, some some big statistics out there, about how 89% of people, for example, prefer native, mobile apps, to mobile websites, and it makes sense. I mean, I do. I'm too lazy to go type in the URL or name, myself. I'd rather just have it right there, especially for my top businesses or top activities, or whatever. I want an app, and everybody's kind of that way.

It swings the other way, too, with the business. If you have an app, you've got much more of a direct connection to your customers and even with some of the geo locating that's available, you can do specific targeting to areas and send out push notifications, coupon, loyalty. There's just a lot more customer engagement. That's one of the things, actually, that we're training our sales people, also training businesses to understand, which is for most local businesses, even small to medium sized businesses, that are regional, instead of local, their customer base is really foundation of their business, 85% on board of their business is going to come from repeat business. The more they take care of their customers and keep them engaged, not only did they really solidify their base, but that also is really the foundation for the most important kind of advertising, which is referrals. Engaging our customers in ways that encourage them to, and bring a friend to dinner, or refer a new customer, or whatever, that's really smart business. We think that this is the time and we, with the help of Zapable, are ready to go.

**“That’s really smart business. We think that this is the time and we, with the help of Zapable, are ready to go.”**



Andrew

Brilliant, that's what I like to hear, fantastic. Well, yeah we knew already, Liam, that you've created and built a lot of apps and sold them, successfully. Can you tell us a little bit about a few that you've done?

Yeah, well one of the things that ... Another way that we're riding and podcasting, and we see a perfect marriage, actually, between apps and podcasting ... At the moment, we've got 2 podcast apps, and one of which is doing really, really well on Google Play. It's getting reviews and it must be getting some ranking, somehow. It's a podcast on history. Who would've thought? Anyway, it looks brilliant. It's really nice. Brian did a great design job. It looks really good, and the podcast ... Our podcasters are pretty active people. He's out putting person notifications out there all the time and that's a real successful app that we've got going. Got a couple for restaurants, did a couple nonprofits. We've got a retail outlet, also, that we did an app for. We want to do more of those, as well, because we think that retail's also a really big app, target market, especially once these apps start being able to integrate Apple Pay and Android Pay. I think that that's really going to take off.



Liam



Andrew

Oh, definitely, definitely, no doubt about that. No, that's great. The podcast that you refer to, it's History On Fire. Isn't that what it's called?



Liam

History On Fire, yeah, and I should look it up. I think it might be called, on our Zapable platform, it might be called ... Let me just look, here. You know, we've got another one that's really popular, as well, excuse me, called Fusion Project Radio, so we've got 3 podcasts. Fusion Project Radio has a huge following. They do a lot of kind of paranormal stuff. That's always big. The podcast one, our History On Fire, our Zapable platform, is called Spartan, so ...



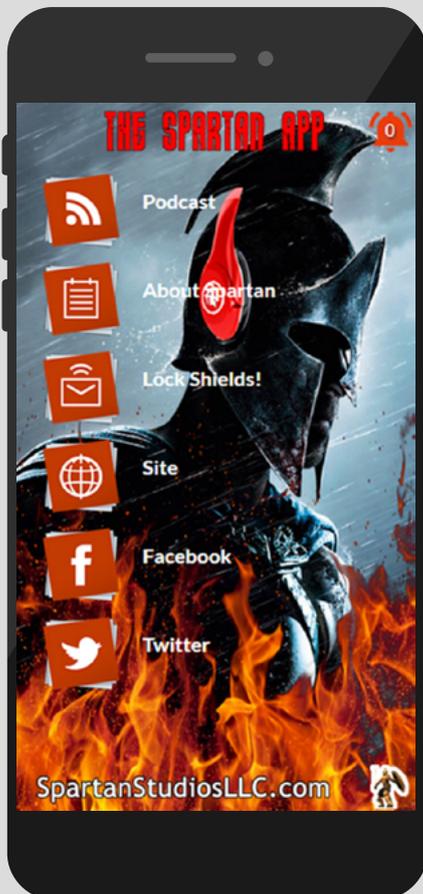
Andrew

Spartan.



Liam

I'll have to give you the link on where it is on Google Play.



<https://play.google.com/store/apps/details?id=com.History-OnFireNow.Spartan>



Andrew

Yeah, for sure. I'll have to check it out. All right, great stuff. You kind of ran through a number of niches that you're involved with there, so it was good. Next question really is how do you approach your clients? Do they tend to come to you, or do you follow on them? How does it tend to ...

At this point, we're assertively going forward and knocking on people's doors. Because it's still kind of the early part of the wave on apps, people need a little Zapable Casestudy - Liam Quirk Page 4 of 7 education, and we're looking forward to it. In fact, we have another app customer that we're just talking to, now. We did their website, and so we're approaching our customer base, of course, and they have a small school, a music school, and we think we'll probably end up doing an app for them, as well. Mostly, we're doing out there and just talking to people and going straight to businesses and telling them, "We've got great pricing structure and we're happy to do a couple of mock-up screen shots, and to see what it's going to look like." We can show them some of our apps that currently are working, so that they get a sense for how these things look and feel and work. We're going directly to them.



Liam



Andrew

Fantastic, excellent. On that, we discussed before the call your marketing activities and the likes. You mentioned you don't really tend to have so much of a social media presence.

Right, we're bringing on an intern this summer who is going to hopefully help us boost up our social media presence. When we were doing that before, we found we weren't really getting the return on it, that was worth it for us. It's probably the nature of our business, that it's a B2B kind of thing. It's not a big Facebook thing. It gets lost in the maze on LinkedIn, so we kind of backed off from that. Anyway, our bread and butter is really relationship marketing, word of mouth, networking groups, referrals from current customers, that kind of thing.



Liam



Andrew

That's perfect, excellent. Okay, good stuff. We did mention, as well, you do have your own websites, of course, though.

Right, we've got [rivercitymarketing.com](http://rivercitymarketing.com) and we've also [rcemdesigns.com](http://rcemdesigns.com), and that's really we got our [rcemdesigns.com](http://rcemdesigns.com), is where we have a lot of our app stuff up. We have another website as well for our podcasting, and that's what I was thinking of saying about [newpodcity.com](http://newpodcity.com). Those are sort of our 3 main sites.



Liam



Andrew

Sweet, excellent. It's always a good thing to point your customers towards, first anyway, I guess, nice reference. Perfect, okay cool. We'll get onto pricing, now, of your apps. Are you prepared to negotiate with your clients, first and foremost? Do you have a set budget?

Oh yeah, absolutely, especially now. We're willing to negotiate. We are offering such a sweet deal at the moment, that we're not going to get much push back. We haven't gotten this push back. Our standard sort of one time price is \$3,600, and that's just for ... You get the app. We give you a year of service with it, teach you how to use it, and help you out, and that's attractive to people. Right now, we're dropping that in half and we also have 2 monthly options that you can do. One is a \$600 setup for \$27 a month, no contract. That's just month to month. The other one is for a \$200 setup, which is like nothing. We're just thinking for our customers that really have low cash flow or are uncertain, and then that's \$97 a month ongoing, no contract.



Liam



Andrew

I see, and they can cancel at any time? That's month to month?

Any time, they're done with it, they just stop paying and we'll turn it off.



Liam



Andrew

Fair enough, fair enough. That's really interesting. It really is filling interest to hear how that goes, for you, as part of your campaign this summer.

Yeah, excellent, yeah. I'll definitely keep you informed, because for us, too, it's also just about spreading our reach. If we do an app for them, well we may end up coming back and doing something else for them, if it's a website or a podcast or a video. Yeah, we've been doing some good videos. We did a video for a painter recently, that turned out really well, and it's getting a lot of acknowledgement, so we definitely have other things, too. We also have some joint ventures going on with some other businesses. One is a brand of towelettes that we can do with restaurants. Also, the apps, while it's a great business in itself, it's also a part of a larger structure that we have, so you know, we're looking forward not only to bring us, make us money, but also to lead us to more business.



Liam



Andrew

Sure, sure, okay. I remember you said as well, just for this Summer of Apps campaign, aren't you employing a number of people, a salesman?

Yeah, we're bringing some salespeople on. We're kind of billing it as kind of an entrepreneurship program, as well as a sales and marketing opportunity for college students. At the moment, we have 3 college students that we're starting off. We'll probably add more. They're looking for summer work and they are in the business school at either Rykers University or Rowan or Rider, which are 3 that are, for some strange reason, and are around us here, in New Jersey, so there. We're doing some training with them. It's a way for them to make some good money and some recurring income, as well.



Liam



Andrew

Sweet, so they work off commission, I guess then, for...

Yeah, commission plus recurring. In other words, they'll get the commission on the sale and they'll also get a percentage of the recurring monthly.



Liam



Andrew

Nice deal, nice. Very good.

If we can build that up, the idea is that then, at the end of the summer, they'll, from what apps they've sold, they'll be able to carry that monthly with them, through the next semester, up until December.



Liam



Andrew

Great experience, too.

Since they're interested in business, they're going to be out meeting business people who are in the real world. This is not the classroom anymore.



Liam



Spot on.

This isn't how that works, so we're hoping it's going to be a great experience, and a profitable one, too.



Liam



Excellent, no great stuff. That sounds awesome. Well, let's talk a little bit now, about then, Zapable as a product. Is there anything in particular that you like about Zapable, anything that stands out?

Well, as I mentioned to you before, as well, we had a great experience with your customer service. Because we're into podcasting and do a lot of audio kinds of things, we wanted you to have a better audio player than you had, originally. I think we put in 2 requests, and after the second request, it was seriously, only a couple of days later, you had a new player in there. That was great. We felt really good about that, not sure whether or not we had anything to do with it for real, but we like to think that we did. That was a great experience, and we really appreciated that kind of response.



Liam



Andrew

Excellent, no I'm pleased to hear that. What about the support, then? I suppose you're covering support in that. Have you had any other dealings with support, or...

Yes, we have. I'm trying to remember. We had some kind of issue with Apple for one of the apps, and support was able to sort it out for us and tell us what we needed to do in order to get that, to get through Apple, which it did.



Liam



Andrew

What about the online community, Liam? Have you got into that, at all, or are you...

Yeah, we do. In fact this morning, I was browsing through the forum, see what people were talking about, and just keeping up on the updates. That's important too, because we want to know what's coming up, and also, we want to offer our ideas for things that we would like to see. People also, sometimes, have really good tips or occasionally we get questions that maybe we can answer, too.



Liam



Andrew

Good stuff, that's great. Final question, the big one: If you give one piece of advice to any new Zapable members who want to sell their own apps, what would it be?

That would be for them to understand, from the business's perspective, what the value of an app is. That's really key, because if you're going to be selling these things, you have to know from the perspective of your potential customer, what the value is. You can talk about all these features all day long, but if it's not part of the value that they see in it, you're wasting your breath and their time. You really need to understand, "What does that business really need? How can this app help that particular business increase their revenue, solidify the foundation of their business, in terms of their loyal customers," or whatever it is that they need. That's how you need to approach this.



Liam



Andrew

That's really good advice, definitely. Yeah, put yourself in their shoes, really, and try and see it through their eyes, excellent.

They don't have much time. They're busy. Think how busy you are. Well, they're just as busy, so don't waste their time. If you offer them value in every aspect of your communication with them, then you're going to be successful.



Liam

**“If you offer them value in every aspect of your communication with them, then you’re going to be successful.”**



Andrew

That's great. Excellent, good stuff. I think that really runs the end of the questions. It just remains to say thank you very much, Liam, for your time, really appreciate that. It was great to speak with you...

Thank you.



Liam



Andrew

...and I wish you all the best on that summer campaign. I'm dying to hear how it goes.

Thank you so much, Andrew. I really appreciated talking to you.



Liam



Andrew

No, no problem at all. Thanks very much, now.



Liam Quirk and his Digital Marketing Partner Frank, spotted a gap in the market for building apps using Zapable and they haven't looked back since! A few months later and they have sold 5 Apps to customers Starting at \$3,600. They took advantage of an ever expanding market and now it's your turn as well...

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