THE SUCCESS STORIES SERIES

From Zapable HQ

Andrew Hamilton

ZAPABLE TEAM

talks to

Rob Boirun

ZAPABLE CUSTOMER

Rob Boirun started his company 3 years ago and for the past 10 months he has been using Zapable to incorporate Apps into his portfolio. Following an article by American Express his business has really taken off and following 6 quick fire App sales he has a long list of prospects and a growing group of satisfied customers.

Read all about Rob's story below...

Case Study: Rob Boirun

Name: Rob is based in Huntsville AL in the United States

Age: 41 Years Old

Previous Work History before Zapable: Full time online marketer for 15 years. Been a sales manager for a retail chain for 10 years.

6 Apps Sold to date – In various niches including: Restaurants, Pro shops, Online memberships

Favourite Zapable Features:

🪙 Coupons   🔓 Member Protection   💬 Push Notifications

Andrew: Hello everyone, it's Andrew Hamilton here from Zapable. I'm just with Rob today. Rob, is it Boirun? Is that how you pronounce it?

Rob: Yeah, that's the way it's spelled, but it's actually pronounced By-ron.

Andrew: Boirun. Rob Boirun.

Rob: That's how we do it here.

Andrew: Fantastic. That's great. Let's start off, Rob, straight into it. Could you tell us a little bit about yourself?

Rob: Sure. My name is Rob Boirun. My company's called PopNet Media. Basically, what I do with that is, I'm a product creator, affiliate marketer, SEO consultant and, I guess I'm also an app builder. That was something that I added once I discovered Zapable, and the system that they use to create apps. I'm like, "All right, so I might as well just start offering apps," because I already have some client interaction that have been asking about apps. Also, I figured it'd be a good way to start conversations with businesses, to try to get some work out of them. Using an app to demonstrate to them is usually a good way of doing it.

Andrew: Fantastic. Sounds great. Had you been doing your other business for long?

Rob: Yeah. I started PopNet Media about 3 years ago, just to offer consulting, basically, because I had always been doing affiliate marketing and product creation for the prior 10 years before that. I was always getting questions, people asking me what I'm doing, if they could ask for advice on what they could do. I said, "All right, I might as well set up a company to do this." That was the reason that happened.

Andrew: Sounds good, excellent. Great, so you brought in Zapable as, sort of, an extra bit to PopNet Media. Can you tell me, how many apps have you created and successfully sold so far?

Rob: I've created quite a few, I'd say at least 15-20 I've created using the system. I've sold 6. That's in various industries. When I started creating them, I did a few for a local ... I did some for a coffee shop that I showed to. That was actually my introduction to this. I created just a quick app for a local coffee shop, showed it to them, and they ended up buying it. It was like, all right, this is going to be easy.

Andrew: Excellent, excellent. That's really good.

Rob: Yeah. Because of that, I was able to market to other local coffee shops in the area and got a few more from that.

The other one I did is a buddy of mine. He owns some bowling pro shops. He owns about 50 stores across the South-east in the United States here. I said, "I think you all need an app, mainly for the push marketing function." That's what I was selling him on. He really liked that idea of being able to offer that to all of his customers. Whenever new product was launched, he was able to just immediately send it out through the app.

Andrew: Fantastic.

Rob: Yeah. I ended up selling him that app, and then because of, going back to the coffee shop, I was featured in an article on American Express. They were talking about building small businesses, or should small businesses have an app. Somehow they found me through that coffee shop app, and I did a quick interview on the American Express site. I was contacted by numerous people just because of that article.

Andrew: Wow.

> # "I was featured in an article on American Express. They were talking about building small businesses, or should small businesses have an app. Somehow they found me through that coffee shop app, and I did a quick interview on the American Express site"

Yeah. That was good PR from that. I was able to get a few more. I've been working on one for a company called Little Beans Café, out of Chicago. They are a coffee shop as well as a daycare type place. It's kind of an odd place, but it's pretty unique. They're the biggest client I have at the moment, that I'm working on.

Rob

Excellent. Sounds fantastic, Rob. Great job, my goodness! Yeah, good stuff.

With regards to niches then, you've done a few different ones, really. You've had your coffee shop, the bowling ... Do you find ... How's best? Do you just replicate your apps mainly and then just, sort of, adjust them a bit, or have you had-

Andrew

That's exactly what I'm doing for the coffee shops. They're all ... I made one and just clone it, make the changes, obviously for the brand or the store. It's just as simple as that. Once you have something working and it's a good model, I guess, or template to use, you just recreate it and change it.

Rob

Absolutely, fantastic. Okay, cool.

You kind of covered a bit of it, but with regards to ... do you directly approach your clients then or do they tend to come to you? I know you had an example of both cases there, I think.

Andrew

Yeah, both cases. I would like, actually, to start doing more app development and I think, from what I've found, the best way so far is just to create a quick demo for a place, and just show it to them. That's the best results I've gotten so far. If I had more time ... I was also thinking of maybe bringing in some interns or something to be able to do this. I think that would help grow it. It's so easy to create a demo or a sample app to show someone, I think ... If you can customize it for these businesses, and they can see, "Oh my gosh, that's what I've been wanting," or something like that. Being able to show them and app for them, I think it's an easier sell.

Rob

Andrew: Yeah. I'd agree, definitely. Good stuff, that sounds great. I've heard that idea as well, taking on interns and stuff, to do a lot of the selling and stuff. There's a few guys I've chatted to who do that, it sounds like quite a good method. Excellent.

With regards then to marketing activities, you've obviously got your website, I think it was PopNetMedia, is it .com?

Rob: Yeah. Popnetmedia.com, that's correct.

Andrew: Cool, you've got that part. Do you have any social media or is there any other, sort of, marketing that you would use to attract customers?

Rob: Probably LinkedIn would be a good place, because for the coffee shop example, I can just go in … Actually LinkedIn and then also Facebook pages is another way I've been trying to reach out to customers. Really, with the coffee shop idea, you can go into Facebook, search for any specific type of business, and just start going down the list. It's probably not the best way of contacting, but you can use the contact form through Facebook. I've gotten a few conversations started that way. Or, just look for them, the information on their Facebook page, either the website, just use a contact form on the site, or the phone number, if they have it. Those would be good ways of doing outreach as well, try to find customers.

I guess, going back to that, when I first started reaching out to other coffee shop owners, I said, "Hey, I did an app for these guys, I could easily recreate it for yourself as well. If you want to see an example of it, go to the store and search for whatever it was called, and take a look at it." With that, I got a few conversations started.
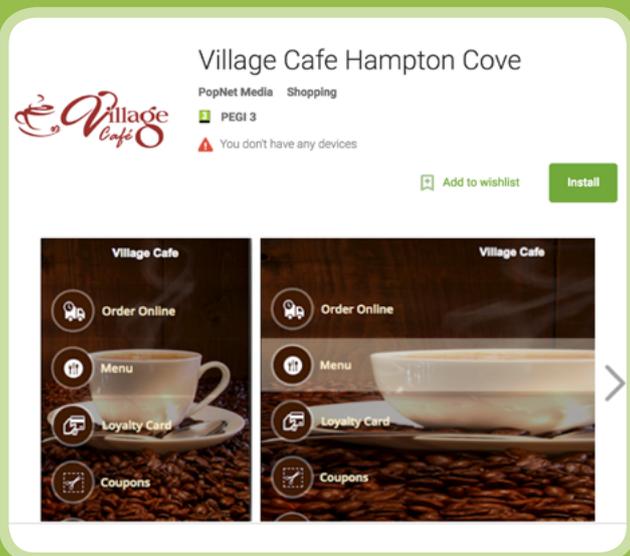
Here is the Coffee Shop App that Rob created. This was the basis for his American Express Interview and a working template that he uses to help build and sell future coffee shop apps for new customers, all on Zapable.

Andrew: Perfect. That sounds great. Excellent, okay. We know that you've sold 6 apps now to date. With regards to your pricing then, how do you work it? Do you have a standard pricing for it? Or does it tend to differ with different clients?

Rob: The way I've been doing it has been different, basically gauging it on their interest in it over-all, their plans for it as well as if I can, kind of, get at some sort of budget that they have set up for it. I've gone anywhere from $500-$2,000 for these apps.

Andrew: Excellent.

Rob: It just depends on … For the bowling one I did, that was $2,000, only because he has such a large, he has 50 stores, so he has a pretty good business already, where a $2,000 app is really not much to pay.

Andrew: Yeah, that makes sense. What about recurring costs? Do you charge them a one-off fee for the app, or would you charge them, as well, a monthly, sort of cost to maintain.

Rob: Everything has been one-off, and then the last 3 apps, I've started doing a one-off fee plus a monthly fee for maintenance. I've gotten anywhere from $20-$30, that's the range so far for the ongoing. Basically I just wanted something to cover my Zapable monthly costs, so now I'm able to, at least have that filled.

Andrew: Exactly. It makes sense. Okay, good stuff.

How did you find Zapable as a product and is there anything that particularly stands out, any features that you think are particularly good?

Rob: I found out about it, I guess when you all launched. I can't remember who I found it out through, but I remember seeing the demo of that, I'm like, "Yeah, I need to have that." It's such a great tool. Even if I wasn't going to offer it to clients, just for building apps for my own use, which I also do as well. Since I do affiliate marketing, I can create niche apps in those areas and offer an app to, kind of, go along with the niche affiliate marketing that we do.

Anything that stands out, is just the ease of creating an app, is what it is. Just the drag and drop builder, for the most part, then just changing out URLs or images, or anything that you want to have in it, that's the draw to it for me. It's just so easy to do it. Otherwise, I wouldn't be able to build an app.

"I'm like, "Yeah, I need to have that." It's such a great tool. Even if I wasn't going to offer it to clients, just for building apps for my own use"

Andrew: Sure. That's good to hear, excellent. Have you had any dealings with support so far? Have you been on the online community? What do you think of them?

Rob: Only occasionally. I've only jumped into the forums every once in a while, if I have a pressing question about a specific feature of the app, I'll jump in and try to get what others are doing with it, and the best way to implement it. Every time I've used the forum or community, there's been help and support there. Yeah, that's great.

Andrew: Great. Good stuff, good stuff. Rob, it's the burning question at the end now, that we all like to hear. It's if you could give one piece of advice today to any new Zapable members who want to sell their own apps, what do you think you would say to them?

Rob: Sure. Really, I would say, probably focus on a specific industry or niche. I'm just going back to my coffee shop example. That's probably not the best thing, it's one area to use, but if you can find one specific area to focus on, that's probably the best thing I would do. If you're only going to do an app business, that's probably the best way of approaching it, is just to, kind of, focus in on one specific and specialize on what would be needed in that niche.

Andrew: Excellent. As I said earlier, your advice earlier was spot on as well. If you manage to build a good app in that niche, then just, you know, rinse and repeat, change it around a bit, so-

Rob: Yeah. Exactly. Especially using a system like this, where you can easily duplicate the apps. It would make the whole process pretty easy.

Andrew: Excellent. Yeah, that's cool, brilliant. Okay, that's all the questions, Rob. Thank you very much for your time on that, it's been interesting.

Rob: Sure.

Andrew: Great stuff. We'll say goodbye there, thanks again. Really appreciate speaking to you.

Rob: All right, thank you. I appreciate it.

Andrew: Thanks Rob.

Not every Zapable Customer will be able to get an interview and article written about their Business like Rob did. But EVERY Zapable customer has the ability to build the kind of apps that he has been selling continuously for around $2,000 plus.
You'll only understand how easy it is if you give it a go for yourself.

Click here to activate your special '7 Day' $1 trial of Zapable, it's time to get started.