

Case Study

We Hire Mac (WHM) - A Fruitful Marketing Investment

Background

We Hire Mac specialises in the rental, repair and sales of refurbished of Apple Macs, iMacs and MacBooks.

Historically their business was built on:

- Same day / next day delivery of rental Macs
- Repairs:
 - With prices about 50% less than high-street competitors.
 - Rapid repairs either a “whilst you wait” or within 48 hrs. Competitors can take a week.
- Sales of refurbished Macs via trials at WHM’s office, before purchase.

Their revenue was split 80% rental, 10% repair and 10% sales of refurbished Macs.

But the business was affected by Covid. Abraham Raskin, WHM’s Managing Director, explains: “Our rental business was dependent on trade shows, events and exhibitions which ceased in the pandemic. We were in a bit of a sorry state.

Paramarq was recommended to us via a Course Director at the Chartered Institute of Marketing, who was an ex-employee.

We contacted them initially to improve our Google Ads campaign.”

Marketing Evaluation

Abraham continued “Paramarq evaluated our marketing and recommended we improve our website in order for our Google Ads campaign to become more cost-effective.

Based on market research data, Paramarq also recommended we should focus more on the repair market – the opposite of our previous approach.

It was a tough investment decision, because business was slow, we’d been burnt in the past and the website would take three months to develop.

Nevertheless we had confidence in Paramarq, and took the plunge. Thankfully the site launched bang on time.

WeHireMac



First Steps

We managed going live via weekly Zooms.

There were teething problems as Paramarq weren't experts in the intricacies of Mac models. So I requested a fair number of minor alterations which fortunately Paramarq implemented, without charge.

Despite launching over the summer, a quiet time for our business, a positive picture quickly emerged.

The campaign was more efficiently generating the leads we needed. So we were able to spend far less with Google - creating substantial cost savings.

"...the percentage of people visiting our site, making sales enquiries, can hit 10 times the Google average"

Ongoing Business Analysis

Paramarq suggested we changed a number of our marketing processes.

For example, customers no longer have to visit our offices to test a range of Macs before buying. Instead, we rent them for a week. They then receive, if requested, a full refund for the initial rental.

This means we're no longer restricted to local trade and can now sell nationally

Paramarq have recommended many other changes to help us deal with customers more efficiently. Saving us many days a month.

Results

"It took a couple of months to bed this down. But we're busy – sometimes a bit too busy.

Overall the percentage of people visiting our site, making sales enquiries, can hit 10 times the Google average.

We now exploring with Paramarq ways to further reduce the time taken to process orders, so we need fewer extra staff as we grow.

Even so we're currently aiming to increase our staff by 50% to cope with the new business enquiries.

Paramarq have been a game-changer for us.

We're sprouting green shoots - and our investment in Paramarq's marketing is bearing fruit."



Paramarq's services provided:

Hosting / Branding / Marketing Positioning / Marketing analysis / Customer Needs Analysis / Customer Journey Analysis / Benefits Analysis / Business Analysis / Geographic Targeting / Usability Analysis / Website Development / Project management

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