Second Life Repair Campaign

Make repair feel like a first choice. Show the work, explain the process and make booking simple.

A fictional campaign for a local repair collective. The offer covers a 20-minute assessment; repair price and turnaround are confirmed after inspection.

120

illustrative repair slots over four weeks

The Story

Lead with a well-used object and its repair, not an unsupported sustainability promise. Explain what can be fixed and what cannot.

Channel	Message	Action
Window poster	Keep the Good Things	Scan for times
Email	See a repair in progress	Book assessment
Workshop	Meet the repair team	Bring one item

The Offer

Book an assessment, bring the item and receive a written estimate. No repair begins without approval. Parts may affect timing.

Fictional campaign · Capacity figures are planning assumptions.

Measure the Journey

Track assessment bookings, attended appointments and approved repairs separately. Do not present bookings as completed repairs.

Fictional Dazzler example / Apache-2.0 / Editable text and tables