



Postwire Launch FAQ

May 22, 2012

What is Postwire?

Postwire is a dead simple way to collect and share videos, photos, web links and documents on a private page you create for each client in a minute.

How much does Postwire cost?

It's free for creating up to 10 private pages. For unlimited pages, Postwire costs \$20 per user per month.

How do I get it?

Sign up for your free account at <http://www.postwire.com/>.

What problem does Postwire solve?

There are many options for creating visually engaging public web experiences for our clients. We broadcast well to them on our web sites; connect with them on Facebook; share videos with them on Youtube; and they read our blogs on Flipboard. However, when we engage directly with that valued client, we are relegated to using the same old text-based email we've used for over 15 years. There is no easy way to interact privately in a similarly rich environment to what we've grown accustomed to experiencing on the web. That's where Postwire comes in. Postwire puts you and your client on the same page, helping you both to achieve your goals.

Who uses Postwire?

Anyone who's in a role sharing his or her expertise with a client benefits from using Postwire. This includes customer support professionals, consultants, salespeople, trainers, coaches and more. We estimate there are at least 25 million client-facing professionals in the United States managing 1 billion relationships. Postwire is designed to make each one of these relationships more successful. Early Postwire users represent a wide range of roles including a small business executive expertly guiding his buyer's decision making process, a software support consultant onboarding a new customer and a physical therapist helping his patient get better faster.

What are some benefits of using Postwire?

- Get clients off to a fast successful start by using Postwire to create a personalized resource page.
- Shorten sales cycles by quickly providing just the right information each prospect needs to make an informed decision. Make it easy to decide on your solution with no need to look elsewhere.
- Save time crafting personalized communications for each client that look as though you spent hours when you only spent minutes.
- Eliminate hassles for your client—no more zip files, no more hunting through email threads and no more sending them all over the web—to find the important information he needs to be successful.

Postwire

What are some of Postwire's features?

- It's simple (even fun!) to use.
- Collect and share content visually on one private page.
- Add more content to the same page over time.
- Share one-off content as well as content you share again and again with other clients.
- Organize content into logical units called Collections. Select individual items from a Collection or share an entire Collection on a page.
- Any updates to Collections are automatically made to all pages containing that same Collection.
- Receive notifications when your client engages with the information you share.
- Exchange comments right on the page.
- No need to change your workflow—access Postwire from its web interface, Bookmarklet, Outlook plug-in and (soon) mobile app.