



Clients Feel Special Driving Repeat Business

StandUpPouches.net

Case Study

Client Account Page



StandUpPouches.net is a company that specializes in stock, plain and especially custom printed stand up pouches.

Stand up pouches are a type of flexible packaging made from engineered layers of film laminated together, before being converted and made into pouches.

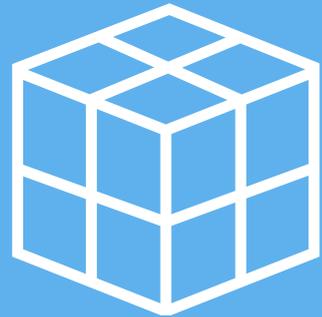
This lamination creates barrier properties to keep the contents fresher longer while at the same time providing the strength for the pouch to stand up on a store shelf.



The Challenge

E. David Marinac (David), founder of StandUpPouches.net, was looking for a way to increase the company's efficiency working with prospects and clients and to close more business. Regardless of whether a client wants stock or custom printed stand up pouches, there is a lot of information that needs to be conveyed and explained.

Given the amount of education required for this specialty packaging, David desired a means to rapidly provide prospects and clients with as much information as they could benefit from and also a way to present this content so that it would help the company stand out from the competition.



Speed is so important, and the more quickly and completely we can answer a prospect's questions, the better off both parties are.

E. David Marinac, Founder

The Solution

David was introduced to Postwire and found the solution he had been seeking. Postwire allows him to store and organize all of his content, including videos, presentations, web links, articles, etc., in one place, and also quickly present the most relevant pieces to target his buyers in a way that resonates best with them.

David has organized content by industry (e.g., granola, coffee, etc.), and also by potential questions, etc. This makes it easy to pull specific content to address prospects' and customers' needs quickly and accurately.

For example, when David receives an inbound request for information, he creates a Postwire page that includes content specifically addressing the prospect's questions to help educate him/her and make the subsequent discussion more interactive.

"Speed is so important, and the more quickly and completely we can answer a prospect's questions, the better off both parties are," commented David. "We have found that people gravitate to us because we are so open and provide content that educates our prospects – and this is all achieved through the use of Postwire."

In addition, when meeting with existing clients, David will create a Postwire page with relevant content and share it in advance of the meeting, so everyone has a chance to read the information – at their convenience – prior to the discussion, so that the meeting is ultimately more productive.

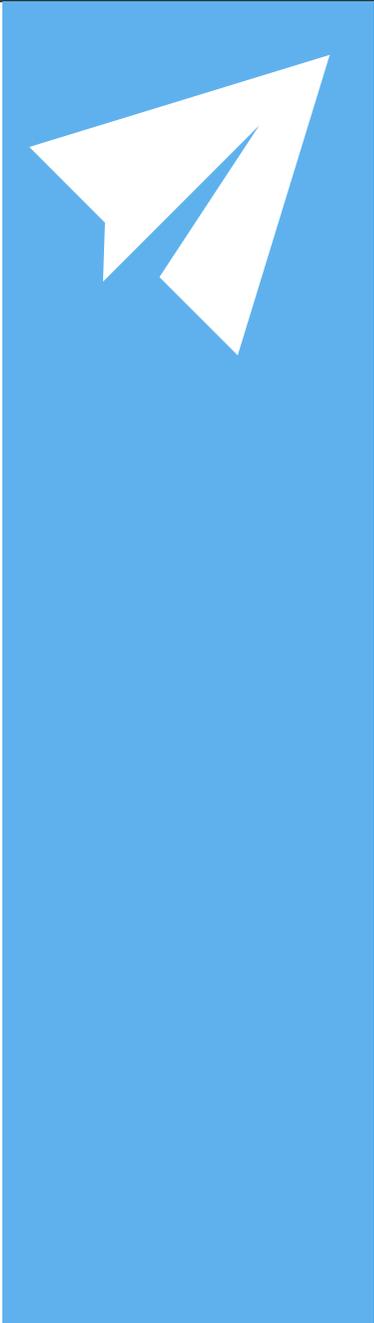


The Solution

The screenshot shows a Postwire page for 'standuppouches'. The page title is 'Construction and Features of Stand Up Pouches' with a subtitle 'Helpful Information As You Get Started With Stand Up Pouches'. It includes a 'Share This Page' button and a 'Comments' section. The main content is a grid of nine article thumbnails, each with a play button icon, indicating video content. The articles are: 'What Features Can I Get on a Stand Up Pouch?', 'What Types of Materials Can My Stand Up Bags Be Made From?', 'Flat Bottom Stand Up Bags', 'Oxygen Absorbers-Desiccants-Gas Flush-Vacuum Packaging', 'What Are The Available Barrier Structures For My Stand Up Pouches?', 'What Is A Matte Finish On Stand Up', 'Available Barrier Properties for Stand Up Pouches', and '(CF) Construction + Features'. A profile for David Marinac is visible on the right side of the page.

Even further, StandUpPouches.net creates individual Postwire pages for each client once they place their order so other team members (Production, Graphic Design, Project Management, Shipping/Receiving, etc) can add to the Postwire page which is automatically shared with the customer. The result is an informed client who knows where their order is at, how it is progressing, and when it will be fulfilled. Clients love this and feel as if they are supported by a much larger organization.

Postwire has enabled David to increase productivity internally as well, since he is using Postwire as a tool for teaching new hires about the products the company offers.



The Results

Since using Postwire, David says that the company's efficiency with prospects and clients has increased by more than 50%. Also, through the use of Postwire, David has realized a 25% increase in the company's bottom line.

Efficiency with prospects and clients has increased by more than **50%.**

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We are now seen as an industry leader, and much of this is attributable to our use of Postwire. It's that good!

E. David Marinac



Sign up for a **FREE** Postwire account or call us to discuss your needs on **+1 781 350 3416**



Postwire is a web and mobile tool for privately sharing information and multi-media content, visually organized and accessible from one easy-to-find location to build client and prospect relationships.



“Instead of sending your client off to your website for a pricing page, your YouTube channel for customer testimonial, your Facebook page for a photo, and your blog for last week’s article, Postwire allows you to collect all of those disparate pieces of content into a simple, easy-to-view page where you can focus your client on the content that really matters.”

Cliff Pollan, CEO, Postwire

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