



# GLYDER

SMALL BUSINESS SOCIAL MARKETING  
SIMPLE, BEAUTIFUL & MOBILE.

## Media Kit

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# Introducing Glyder.

An iPhone app that gives small businesses everything they need to reach their customers.

- » Effective messages with content creation templates.
- » Visual styles & color schemes for a professional brand image.
- » Painless, one touch distribution to social networks, email and other platforms.

CREATE & SHARE A MESSAGE IN 3 FAST & EASY STEPS, ANYTIME & ANYWHERE.



Start your message from a template or write one from scratch.



Customize text, photo, layout and color to match your business.



Distribute your message across multiple platforms in one easy step.

# The Story Behind Glyder.

Why the co-founder of OpenTable and a former mobile designer from Zynga teamed up to give small businesses a better way to reach their customers.

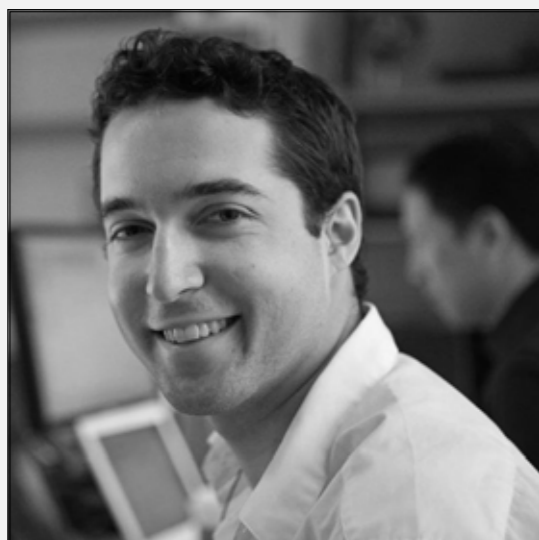


## **GLENN ALLEN**

OpenTable Co-founder, leads Marketing, Content & Business Development at Glyder.

### **THE INSPIRATION BEHIND GLYDER:**

“I love working with super small businesses and I feel like they are totally underserved by existing web-based tools. After starting OpenTable, I started working with small businesses on marketing campaigns. The majority of the businesses I spoke to couldn’t afford high quality marketing services, and even for those that could, it was extremely inefficient to create custom campaigns and resources for every individual business. Alan had the same experience while providing design services for small businesses - the reality is that getting a marketing message created and distributed is hard and small businesses just don’t have the time or expertise to do it frequently enough. In addition to the cost, the time required to interact with a design or marketing consultant is a barrier to independent business owners - they need to do things on their own schedule, whenever they have the time and without depending on someone else. After meeting hundreds of business owners and seeing the same issues over and over again, it became clear that small businesses need a better way to communicate with their customers - that’s why we built Glyder.”



## **ALAN WELLS**

Former Mobile Designer @ Zynga, leads Product & Design at Glyder.


### **WHY GLYDER IS MOBILE FIRST:**

“Most people think of small businesses as late adopters of technology, but they’re actually adopting social and mobile technologies even faster than consumers. With the mass adoption among small businesses of both social media (90% use Facebook, 70% use Twitter) and smartphones (85% penetration with small business owners in the US), we saw an opportunity to create a product that is designed from the ground up for very small businesses - something that could be used anytime & anywhere, with every social platform, in 5 minutes or less. We built Glyder as a smartphone app because it enables business owners to create & send messages from the device they already have in their pocket, during the brief moments between appointments or customers at the counter. For many businesses we talk to, having Glyder in their pocket instead of on a desk means they’re able to be proactive about marketing their business without needing to take time out of their day to sit behind a computer, away from their customers.”

# How Are Businesses Using Glyder?

Glyder is designed from the ground up to give any small business the ability to create and share effective messages with their customers.

material grace  
Art Glass!



These colorful, hand blown glass pieces are very much at home with our artisan textiles!

materialgrace.com

## BOUTIQUE RETAIL

Material Grace uses Glyder to promote their selection of artisan textiles & handmade goods.

**FAJITA SPECIAL**




2 fajitas + 2 Sodas = \$20  
Bad weather no problem! We are open and ready to serve you ;)

**Jalisco Mexican Restaurant**  
jaliscomexicanrestaurantva.com

## FOOD & BEVERAGE

Jalisco Mexican Restaraunt used Glyder to reach their customers during Hurricane Sandy.

Groundedbodywork Jess Coe Cmt  
NCH/TLHP Employee Special!



As many of you know , Jess with GroundedBodywork offers discounted rates for Massage & Bodywork to NCH/TLHP Employees.  
You can now book online! Click/tap the link bellow to schedule your next session at 20% off. You can share this special with your co-workers too.  
I look forward to working with you!

**GROUNDedbODYWORK.ABMP.COM**

## SERVICES, CONSULTANTS & COACHES

Jess Coe at Groundedbodywork uses Glyder to drive bookings for his wellness business.

# Product Overview

Glyder lowers the barriers to customer communication with content, design & distribution.

## MESSAGE TEMPLATES & IMAGES

Glyder templates introduce best practices for customer communication and remove the friction for starting messages.



A stack of four message templates. The top one is titled "Ask for Engagement" and includes a photo placeholder. The second is "Coupons Drive Sales" with a checkmark and "Image included (or add your own)!". The third is "Keep Text Short and Sweet" with a photo placeholder. The bottom one is "Show Appreciation" with a checkmark and "Image included (or add your own)!". It features a photo of hands holding colorful blocks spelling "THANK YOU" and a yellow button that says "Send a Thank You Now". Below the button is a short paragraph of text.

**Ask for Engagement**  
Add your own photo (image not included).

**Coupons Drive Sales**  
Image included (or add your own)!

**Keep Text Short and Sweet**  
Add your own photo (image not included).

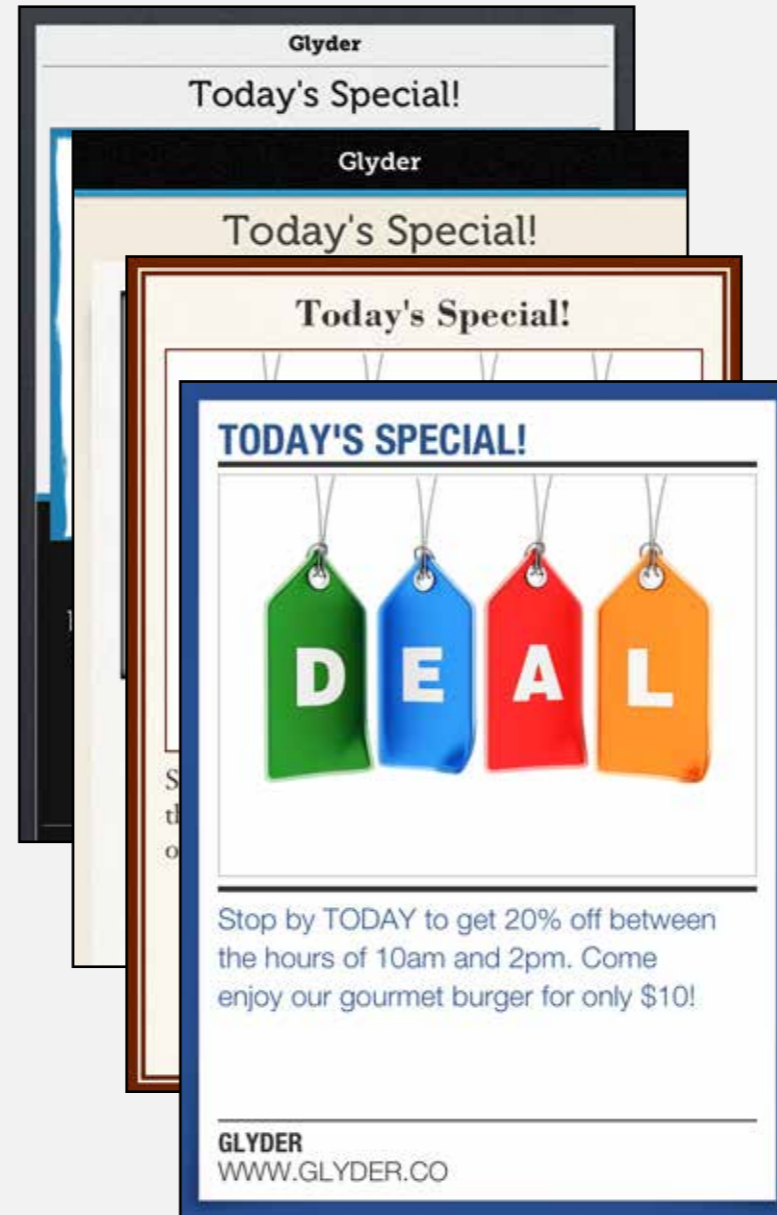
**Show Appreciation**  
Image included (or add your own)!

**Send a Thank You Now**

A thank you goes a long way. A well-designed thank you goes even farther! Try thanking your customers, friends, or family with a personalized thank you Glyder.

## PROFESSIONAL DESIGN

Glyder visual styles make great design accessible to any business owner. 14 color and layout variations are included free.



A stack of four professional design templates. The top three are titled "Today's Special!" and feature the Glyder logo. The bottom one is titled "TODAY'S SPECIAL!" and features a graphic of four colorful price tags spelling "DEAL". Below the graphic is a promotional message: "Stop by TODAY to get 20% off between the hours of 10am and 2pm. Come enjoy our gourmet burger for only \$10!". At the bottom of the template is the Glyder logo and website URL "WWW.GLYDER.CO".

Glyder  
Today's Special!

Glyder  
Today's Special!

Glyder  
Today's Special!

**TODAY'S SPECIAL!**

DEAL

Stop by TODAY to get 20% off between the hours of 10am and 2pm. Come enjoy our gourmet burger for only \$10!

GLYDER  
WWW.GLYDER.CO

## AUTOMATED RENDERING & DISTRIBUTION

The Glyder rendering platform formats and distributes messages to every platform in one easy step. Additional platforms coming soon!



### FACEBOOK

Post to Personal Profiles & Pages



### TWITTER

Post as a Twitter Card



### PINTEREST

Pin a Message as an Image



### EMAIL

Send to Addressbook Contacts



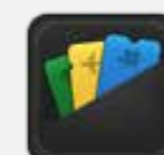
### TEXT MESSAGE

Send to Addressbook Contacts



### MAILCHIMP

Send to Any MailChimp List



### PASSBOOK

Turn Any Message into a Pass

# Frequently Asked Questions

Visit [welcome.glyder.co/faq](http://welcome.glyder.co/faq) for additional information.

## **WHAT SOCIAL NETWORKS CAN GLYDER CONNECT WITH?**

With Glyder, a business owner can post messages to Facebook, Twitter and Pinterest, and can send messages to iPhone addressbook contacts via email and text message. Glyder can also automatically generate Apple Passbook passes for any message, enabling businesses to distribute Passbook passes through any of the previously mentioned platforms.

## **HOW MUCH DOES GLYDER COST?**

Glyder is free to download and comes with a variety of free templates and styles. Sending Glyder messages to Facebook, Twitter, Pinterest, email, text message, MailChimp and Passbook is free; premium templates, styles and distribution options will be available for in-app purchase, starting at \$1.

## **HOW MANY STYLES & TEMPLATES DOES THE FREE VERSION INCLUDE?**

We currently have 5 templates available for free inside Glyder. Templates are professionally written campaigns that allow the user to quickly customize a message without needing to create content on their own from scratch. Glyder comes with 6 different visual styles - the style is the professional visual design that defines the look and feel of the Glyder message. Two of the styles are offered in 5 different color combinations, giving 14 styles total. Additional templates and styles are being created and added all the time - we are actively soliciting feedback from users and will continue to expand our template and style libraries based on the needs of our customers. Custom-created templates and styles will be offered beginning in the first quarter of 2013.

## **DOES GLYDER PROVIDE METRICS?**

The Glyder content distribution platform tracks reach and engagement metrics for Facebook, Twitter, email, text messages. We're working on a metrics dashboard that will give businesses deeper insights into their audience engagement across platforms - this feature will be available in the by the end of the year. We're also working on a benchmarking feature - enabling businesses to compare their audience engagement metrics with other similar businesses.

## **WHAT FUTURE UPDATES OR FEATURES CAN USERS LOOK FORWARD TO SEEING?**

Glyder will be adding a metrics dashboard, new templates, expanded styles and additional platforms on a consistent basis moving forward. We're also working on a new feature that will enable independent designers & marketers to create custom Glyder templates and styles and offer them for sale to other Glyder users. Opening Glyder to user generated content will enable designers and marketers to show their skills and earn income through Glyder, and will give businesses access a broader variety of content and design.

## **WHEN WILL GLYDER BE OFFERED FOR ANDROID OR AS A WEB APPLICATION?**

Given our small team and the need to validate that we're building the right features for our customers, focusing on one platform helps us build the highest quality product possible. We will continue to build Glyder strictly for iPhone/iPad for the near future - we do have plans to build both an Android and Web application, but neither is currently on our short term development roadmap.

# Media Resources

Download all assets here or visit [press.glyder.co](http://press.glyder.co) for additional resources & assets.

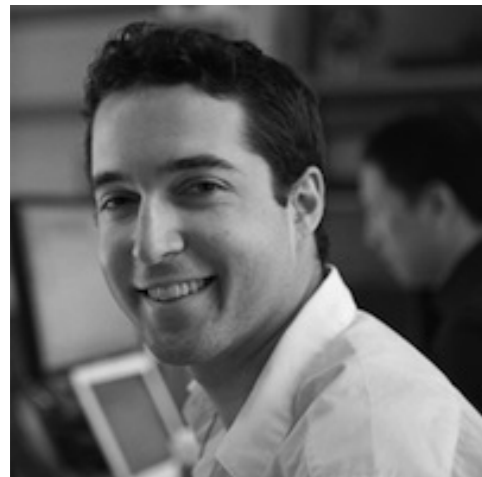
## BRAND (DOWNLOAD)



## SCREENSHOTS (DOWNLOAD)



## TEAM HEADSHOTS (DOWNLOAD)

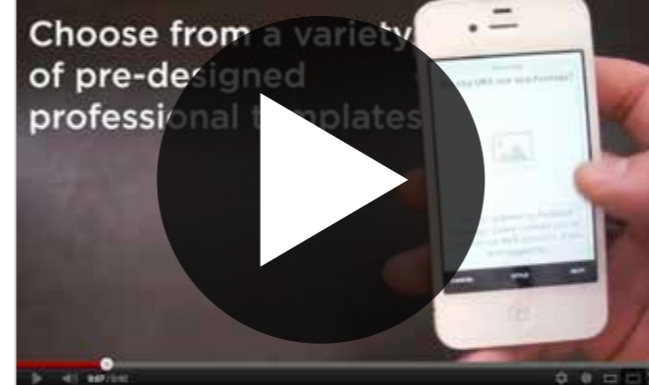


Alan Wells



Glenn Allen

## VIDEO DEMO (YOUTUBE LINK)



## VIDEO INTRO (YOUTUBE LINK)

