



TOP 10 REASONS TO USE NURTURE BUTTERFLY

- 1.** Recent research shows over 80% of IT and business decision makers are engaged in a social network FOR business. If you're not there – you should be.
- 2.** \$125 a month. We provide the content, the dashboard to manage your platforms, and even the analytics. Go ahead and try it yourself for one week. Then factor the time it took you to find great content, craft a message around it, post it to your various accounts, track the results and measure its' impact. And how much were you paid to do all that? We bet it's more than \$125!
- 3.** Leads, Leads, Leads. Monthly "exclusive" and gated content will capture emails right in your Butterfly account. YES – lead generation with social media is possible.
- 4.** Custom Libraries. Because no matter how good our content is – you are unique and your prospects are too. You can set up custom libraries by industry, geography, etc. with literally two clicks.
- 5.** Custom Libraries – Part 2. Because you may not know all the great places to get content – we'll help you find the best RSS feeds, bloggers, tweeters and more to follow.
- 6.** MEASUREMENT! Rich standard and custom reports show you how your networks are growing and which content is performing best to help you improve your strategy as you go. Integrate with your Google Analytics count to help measure the impact of social media.
- 7.** Drive two way engagement with special features like custom polls – create surveys and share with your followers (and then share the results)!
- 8.** Content scheduling! Spend 30 minutes once a week and schedule your content days, weeks (even months) in advance.
- 9.** Microsoft cares! Microsoft is feeding us content directly from the Dynamics product groups to supplement the BDM content we create. And we're adding new content streams and campaigns all the time.
- 10.** We make you look like social media gurus! While we make you look like one, we also train you to BE one with regular tips, best practices and more.

AND IT DOESN'T STOP AT 10!

- 11.** Coming soon: Integrated email lets you push social content, email marketing, and more directly to your email lists.

[Sign up today](#) or email barbarap@nurturemarketing.com for more information