



MATT MURPHY

CLIENT: Blue Butterfly

PROJECT: Event handout

OBJECTIVE: Create copy for a two-sided postcard for distribution at an industry trade show

SUMMARY: Having collaborated on sales, marketing, and PR materials for years, Blue Butterfly sought support on a handout for its booth at a major commercial real estate event in Las Vegas



Let us convert your vacant retail spaces into **millions of dollars** in incremental revenue

Blue Butterfly will help you:

- Drive More Revenue
- Fill Vacant Store Spaces
- Optimize Value

The Blue Butterfly Effect™ The “Butterfly Effect” is a scientific principle that refers to small changes that lead to large-scale impacts. The Blue Butterfly Effect is no different—we drive significant revenue for property owners that grows exponentially over time.

bluebutterflyllc.com • info@bluebutterflyllc.com • 781.206.5295

Activate empty store spaces and drive more revenue for your properties



What makes our approach so successful is the robust strategy we apply to every project, including:

Merchandising Gap Analysis
We identify growth opportunities

Research
We develop a comprehensive prospect list of qualified leads

Marketing
We activate a multi-channel marketing initiative

Business Development
We connect with local, regional, and national specialty retailers to fill your spaces

Leading Services. Proven Results.

Get in touch with us to start achieving the same powerful results so many other properties are already enjoying.
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