

# PURITY LIFE Message BOARD

## Top Supplier Content Now Curated and Delivered to Retailers for Social Media Sharing

Social media management has become a significant task for Canadian health food retailers of every size. Retailers need fresh, relevant content to share each day with their customers through social media. While retailers are increasingly creating their own content, they also look to their suppliers to provide it in a form that supports sales and customer education at the retail level.

Now, contentPony collects the best articles, blog posts, videos, and other content from top participating natural health supplier brands and delivers it in weekly email digests to retailer subscribers for easy social media sharing. Retailers can sign up for free at [www.contentpony.com](http://www.contentpony.com).

contentPony was developed after five years of managing social media for some of Canada's most significant national supplier brands. Retailers are in constant need of good content to post on social media channels like Twitter and Facebook; suppliers are creating this content. The problem has always been connecting the two. contentPony provides an ideal solution to that problem.

Social media managers for stores like The Big Carrot, Organic Garage, Lifestyle Markets, Organic Grocer, and more are using this free service. Neil at Lifestyle Markets says, "The contentPony HotLists have been very useful in helping us find good content from our vendors for sharing with our followers. They've been a real timesaver."

Purity Life contributes weekly headlines and links from its family of brands to contentPony. Retailers: You can get contentPony HotLists delivered to your inbox, free of charge, by signing up at [www.contentpony.com](http://www.contentpony.com).

Purity Life Vendor Partners: If you would like your content distributed to retailers for social media sharing, contact Justice at [justice@contentpony.com](mailto:justice@contentpony.com) for details and eligibility.

Justice Marshall  
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