Helping Hands
Care and Nursing at Home

Your guide to ordering marketing material

You now have the ability to order your own marketing collateral as and when you require.

We've created a new online system called **Coreprint** to make this as easy and as streamlined as possible.

We'll be introducing this in two phases:

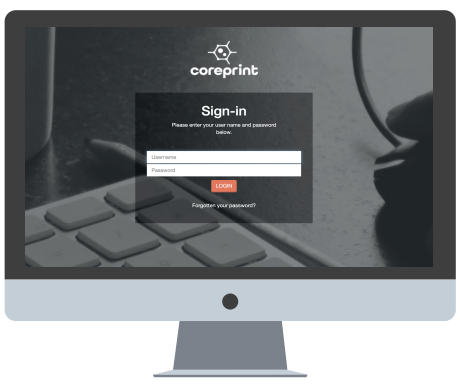
Phase 1 — Released August

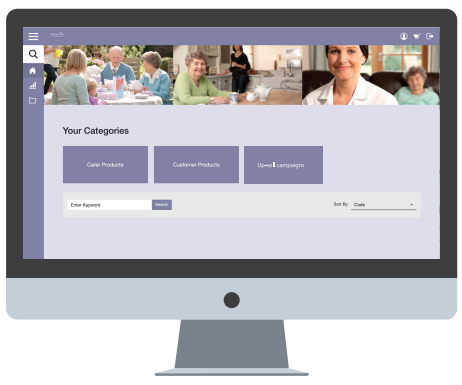
Upsell/restart existing customer campaigns such as Can Cook, Can Clean.

Phase 2 — Released September

Ability to order everything from the marketing toolkit.

What Core Print offers:





1 — **ONE** login **per branch.**

2 — Products ordered will automatically hit your P&L and be sent directly to branch.

3 — Once logged in there will be **THREE** categories to choose from carer, customer, upsell.

4 — **Carer** = collateral for recruiting or retaining carers
Customer= New business collateral.
Upsell = collateral to grow hours from existing customers

5 — There are **SEVEN** upsell/restart customer campaigns that are ready for you to use right away.

#EveryVisitCounts

6 — Don't forget that **£600 is the budget** you have to spend on offline marketing (per financial year and hits your P&L).

£600

You'll now have:

Freedom

Consistency

Communication

A quick and easy process

Access to branded artwork

Choice

Greater clarity

Speed

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