

Your guide to ordering marketing materials



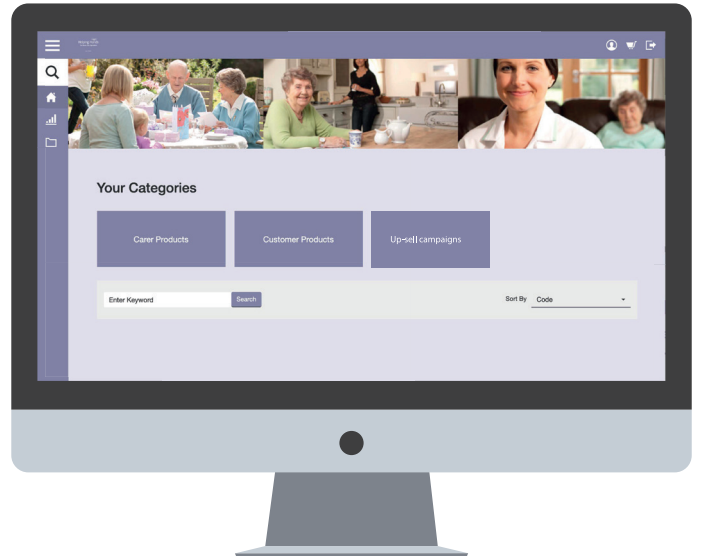
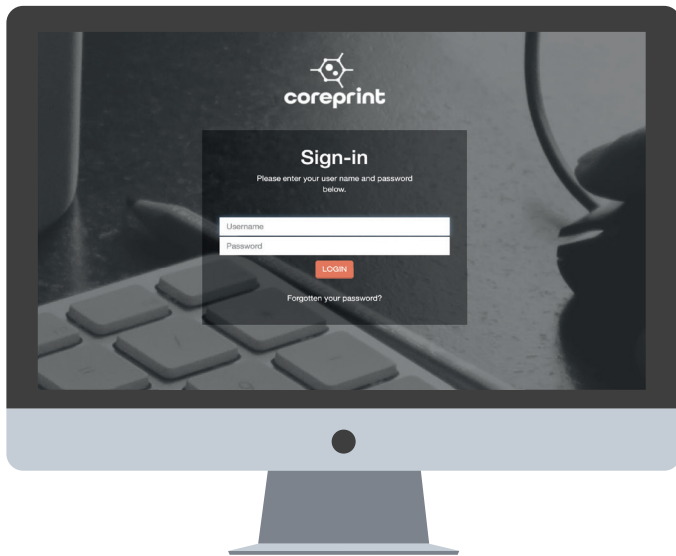


Let us introduce you to Coreprint

As Branch Managers, you now have the ability to order your own marketing collateral as and when you require. We've created a new system to make this as streamlined for you as possible.

This is the tool that we currently use in the Marketing Department to order all your branch marketing collateral.





1 Step one

You will receive your login details (username and password) via post and email. Each branch has their own unique logins to access the system. You'll be provided with a username and password that has been created for you.

You can access the tool here:

www.coreprint.net/aspire/Home.jsp?sp=X

2 Step two

Once logged in, you'll be able to choose one of three different categories of marketing materials:

Coming September

- Upsell Campaigns – these are campaigns that have been created for you to build, restart, or reconnect with any existing and/or previous customers. These will be focused around the 'Every Visit Counts' campaign we have been working on recently.

Coming October

- Customer Products – within this section will be any print materials to attract new customers such as posters, flyers and banners.

Coming October

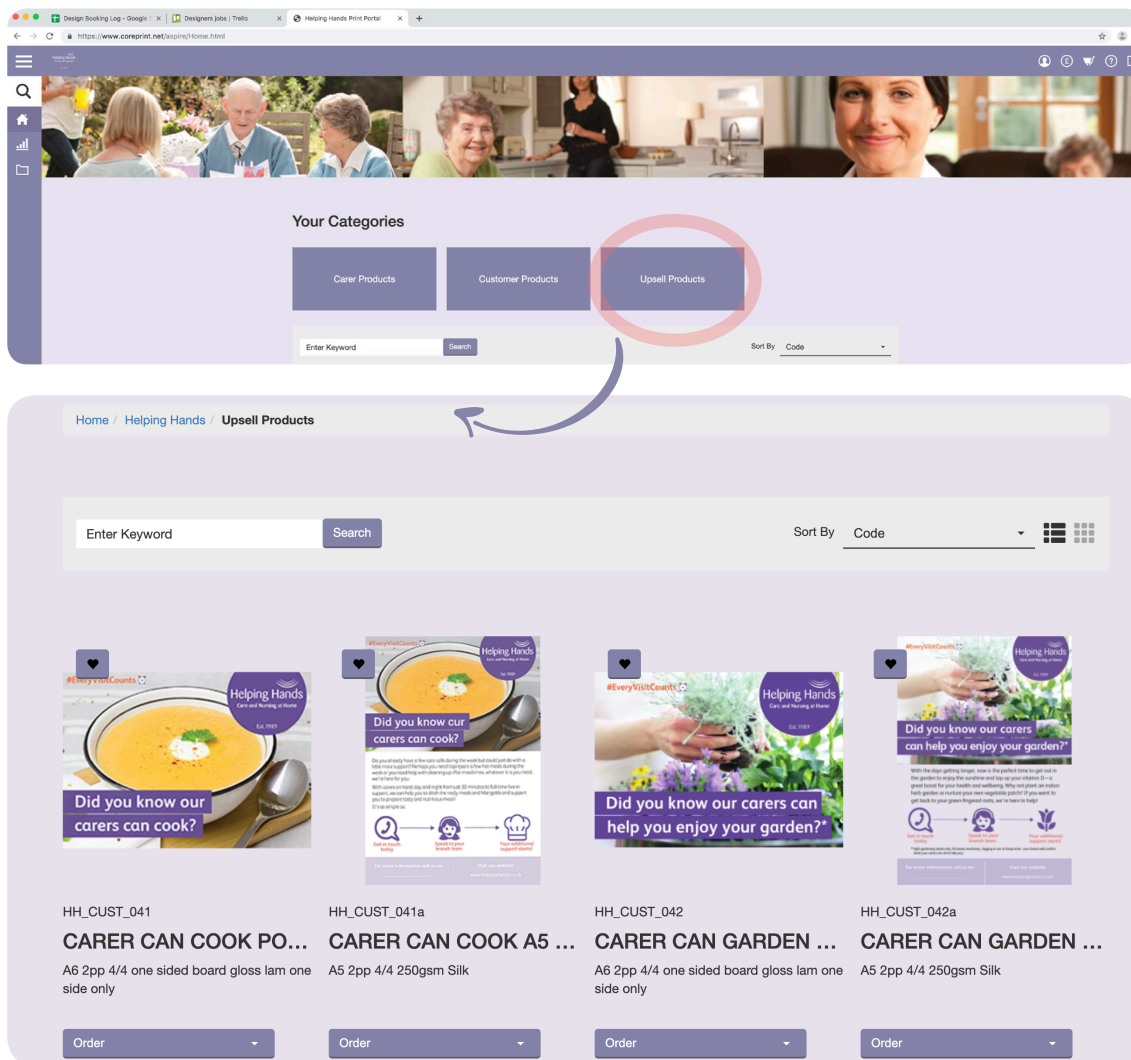
- Carer Products – these items are for both current (posters, flyers, banners) and potential new carers (birthday cards, carer of the month certificates).

3 Step three

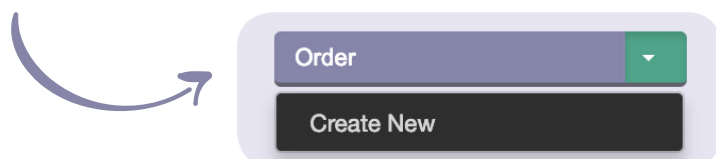
We will be introducing you to the new system in two phases:

Phase One - September

You will only be able to order upsell/restart customer campaigns such as **Can Cook, Can Clean** etc. under the 'Every Visit Counts' campaigns for the first month. This is to allow time for everyone to get used to the tool before the full release of all products. Everything else will still need to be ordered through your Local Marketing Manager (LMM) throughout September. Once you log in, you'll be greeted by all the possible campaign products that you can order. It will look something similar to the below.



To order a specific product, you will need to click on the small arrow below the respective product. Once you click on the arrow, a drop-down will appear where you can click **Create New**. Make sure you click the arrow then **Create New** - if you don't follow this, it won't work! Once you click on this, it will transfer you to that specific product ordering page.



On the new campaigns we've created for 'Every Visit Counts', everything will be pre-populated for you, so please make sure that your branch's direct number and branch location are in the relevant boxes shown below.

#EveryVisitCounts

Did you know our Aylesbury carers can cook?

CARER CAN COOK POSTCARD

Branch

Aylesbury

At the top of the page, there will be three buttons. Before you order, save the product as what it is and include your location e.g. 'Liverpool Carer Can Garden A5'. Once saved, click **Order** and it will transfer you through to the next stage.

You will now need to confirm the quantity you require (bearing in mind that anything you spend will come directly off your branch P&L). It's also worth bearing in mind that print works in economies of scale; the more you order in one go, the cheaper per unit the price is. As the below example shows – to order 200 more flyers, it's only £20 more!

Quantity

i

50

£63.00

Quantity	Price
50	£63.00
100	£69.00
200	£75.00
250	£83.00

Once you confirm the quantity in the drop-down and press **Confirm**, it will add that product to your basket. The basket page will look something similar to the below. At this stage, you can continue shopping by clicking on the button and following the steps above again on a different product and/or proceed to checkout.




You Have Added 1 Item(s)

Proceed To Checkout

Product	Name	Cost Centre	Quantity	Cost	Actions
	HH_CUST_045 CARER CAN DRIVE POSTCARD test	HQ	50	£63.00	<div><div>✓</div><div>✗</div></div>
				Subtotal	£63.00
				Total	£63.00

Continue Shopping

Proceed To Checkout

You Have Added 1 Item(s)					Proceed To Checkout
Product	Name	Cost Centre	Quantity	Cost	Actions
	HH_CUST_045 CARER CAN DRIVE POSTCARD test	HQ	50	£63.00	 
				Subtotal	£63.00
				Total	£63.00
Continue Shopping					Proceed To Checkout

If you have clicked the checkout button, you'll be required to submit:

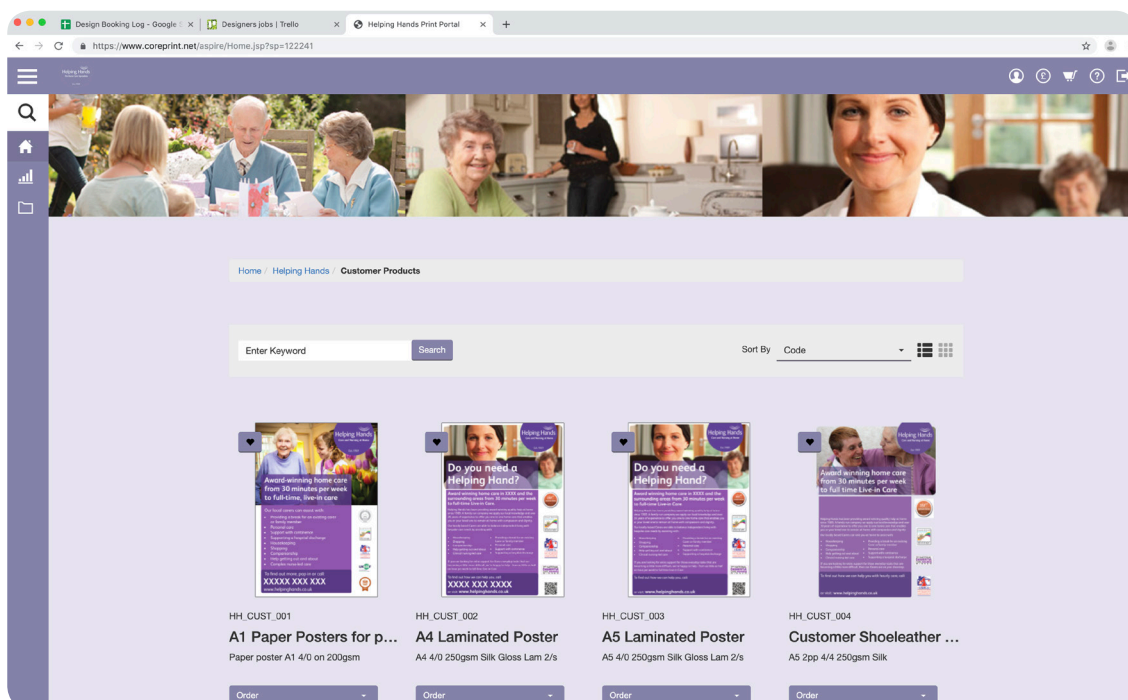
- Your name
- Your branch delivery address
- Your telephone number

Your order is now successfully submitted and you'll receive an order confirmation email to confirm what you've purchased. If you haven't received an order confirmation, your order hasn't gone through. Depending on what you've ordered, it will be approximately five to seven days until your items will be manufactured and delivered directly to your branch.

Phase Two – Ocotober

Phase two will allow you to order everything from the Helping Hands Marketing Toolkit. There are over 60 different pieces of collateral for both customers and/or carers that branches can order from the tool as and when required.

Once logged in the products listed will look like the below.



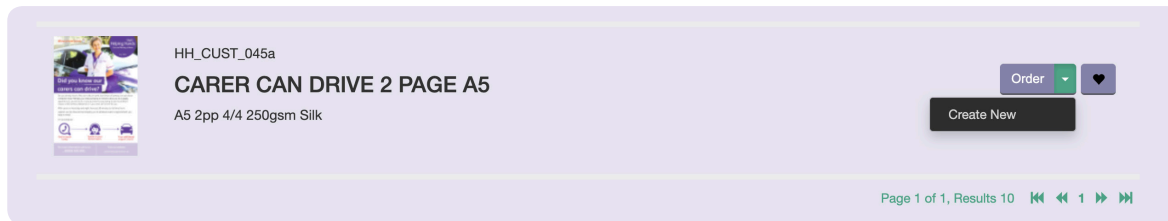
The screenshot shows a web browser window with the URL <https://www.coreprint.net/aspire/Home.jsp?p=122241>. The page is titled "Helping Hands / Customer Products". It features a search bar with the text "Enter Keyword" and a "Search" button. Below the search bar, there are four product cards displayed in a grid. Each card has a thumbnail image, a product code, a title, and a description. The products are:

- HH_CUST_001**: A1 Paper Posters for p... (Paper poster A1 4/0 on 200gsm)
- HH_CUST_002**: A4 Laminated Poster (A4 4/0 250gsm Silk Gloss Lam 2/s)
- HH_CUST_003**: A5 Laminated Poster (A5 4/0 250gsm Silk Gloss Lam 2/s)
- HH_CUST_004**: Customer Shoeleather ... (A5 2pp 4/4 250gsm Silk)

Each product card has an "Order" button at the bottom.

4 Step Four (ignore this step if you are in phase one)

Once you find the product you are after in the list, click on the arrow by **Order** and then **Create New**.



You'll see the products shown as they were done in phase one.

On some products, you'll have the ability to add some branch personalisation to each product. You will need to add a bespoke number for each item and add in the different areas that you cover. **They will be pre-populated for you.**

Please make sure everything is spelled correctly.

#EveryVisitCounts

Helping Hands
Care and Nursing at Home
Est. 1989

Did you know our Aylesbury carers can cook?

Do you already have a few care calls during the week but could just do with a little more support? Perhaps you need to prepare a few hot meals during the week or you need help with cleaning up after mealtimes; whatever it is you need, we're here for you.

With carers on hand day and night from just 30 minutes to full-time live-in support, we can help you to ditch the ready meals and Marigolds and support you to prepare tasty and nutritious meals!

It's as simple as:

Get in touch today

Speak to your branch team

Your additional support starts!

For more information call us on:
01296 321780

Visit our website:
www.helpinghands.co.uk

CARER CAN COOK A5 2 PAGE

Branch

Aylesbury

Telephone (appears on front) *

01296 321780

At the top of the page, there will be three buttons. Before you order, save the product as what it is and include your location e.g. 'Liverpool Carer Can Garden A5'. Once saved, click **Order** and it will transfer you through to the next stage.

Again, you'll follow the steps to choose quantity and add to the basket as discussed above.

10 points to remember



£600

1

You're in control

From August, you will have the ability to control and order all of your own marketing materials. The Marketing Team will still order the initial toolkit when a branch first opens. From that point onwards, any top-ups will be ordered directly in branch.

2

Dates

First of all, we'll be releasing the 'Every Visit Counts' campaign as a trial for all Branch Managers, and then rolling out everything else in September.

3

Budget

You will have £600 from when the tool launches to spend on print collateral. The tool will let you know what you've spent and the budget you have remaining. Bear in mind this will all come off your branch P&L, so only buy things that you need. If you try to buy something and you've spent over your budget, it will email your Regional Care Director for authorisation before you can proceed.



7

Personalisation

When we get to October, you'll have the ability to order everything from the Helping Hands Library. You can also make it more personalised with bespoke tracking numbers and locations. Your LMM will provide you with a list of numbers for each item, so make sure you use the correct number.

8

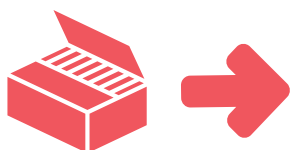
Existing carers

Don't forget that you can also order marketing collateral that you can give to your existing carers to show them how much you value them and the work that they do. There are thank you cards, birthday cards and even refer a customer cards.

9

Feedback

Don't forget that you can always feedback to us. If you think something could be made easier with the tool and/or you think there is a flyer that we should have or that we don't, please get in touch.



4

Delivery

Don't forget that each time you order something from the Core Print tool there will be a postage cost. The postage costs are fixed, so why not add more each time and do one big order? If you order 500 flyers, it will cost the same if you bought 500 of one, 500 of another and 500 of a third (this can fluctuate).



5

New Business (NB) folders

You will also be able to order the NB cardboard folders from the tool, so this will save on delivery costs moving forward.



6

New products

We are always adding new flyers and posters to the tool. Don't forget to keep checking back to see what we have added.



10

Help and support

This is always on hand if you need it.

For more information visit www.helpinghands.co.uk/HHmarketing or call your Local Marketing Manager for more information.

