

## **MAKING THE MOST OF THE DIRECTORY**

Being associated with Age UK Leicester Shire & Rutland is one of the many benefits of being on the Directory. This lets your customers know that you have been checked and vetted by a widely known and recognised charity that helps support older people.

To ensure you are making the most of our brand you can follow these simple steps:

1. Make sure your potential customers know you have been approved by Age UK. The membership logo can feature on your website and can link directly to your profile. If you haven't already received it, get in touch today.
2. We also have vehicle stickers. They are the perfect size to feature on all your commercial vehicles– if you would like some more stickers contact us today.
3. If you aren't already on social media then why not join today? It's easy, simple and it will help you to connect with more customers and build a better online presence.
4. We know how great you are but we want to make sure everyone else does too. So if you have any news, promotions or stories then let us know. We can share them with all our followers to help direct more customers to you!

***Get 5\* reviews for your profile by handing out our review cards. Customers can fill out the cards and send them back to us for free! Alternatively ask them to leave a review on our online directory. This lets the potential customers looking at your profile know what an amazing service you offer.***