

Marketing Toolkit – User Manual

Thanks for downloading our **Value of Advice – Marketing Toolkit**. This provides you with a range of social media and email copy that is ready to use. Designed to assist you in engaging with your audience, highlighting just how valuable your services are.

Social Media

This toolkit has been developed by Social Media experts to provide you with content that is specific to each platform, from Facebook to Twitter, and will maximise your social media engagement.

Applying to your social media page

For best results, simply copy the relevant social media post provided. Paste into your own social media account, accompanied by the corresponding image.

Rules of use

Please use only the copy provided, and the image that has been selected to work best with this. Feel free to include your own call to action at the end of the post.

User Emails

Designed to help you send engaging and effective emails, the content in this section has been developed by communication specialists. You can rely on these assets to convey just the right message.

Rules of use

Please copy and paste the content into your own email, then personalise with your client's details and a signature at the bottom.

Email Signature

Created by our design team, the Legal and General affiliated signature lends additional standing to your services by linking your brand with our years of experience and expertise.

Editing and adding images to your email signature

To edit and add images to your signature, see the settings section of your email account. Alternatively, refer to the help or support option offered by your email provider.

