

Promotional materials tips

Using co-benefits can help engage a wide audience.

Keep Warm At Home

Helping residents to reduce their energy bills and the health risks of living in a cold home

Our friendly team can offer advice on:

- Keeping warm at home
- Financial support and discounts
- Switching energy tariff and supplier
- Support during power cuts
- Energy efficiency grants

Get in touch:

- 📞 0800 0123 456
- 🌐 www.OurSite.co.uk
- ✉ advice@OurSite.co.uk

Logo here

It's wonderful to have a warm house - being able to come home and flick on a switch is life-changing

Claire who received a first-time central heating grant

If using imagery, reflect your audience's diversity, including age, ethnicity, gender identity, etc.

Offer a variety of ways for people to contact, including non-digital options.

Follow brand guidelines for logo placement, but ensure there is spacing around it.

Bullet points are easy to scan, so include for lists.

Grants available

In many cases, grants will fully fund the cost of works for:

- Air source heat pumps
- Modern electric storage heating
- Internal and external wall insulation
- First-time double-glazing
- Loft and cavity wall insulation
- Room-in-roof insulation

Our team can help with:

Advice about energy suppliers, tariffs, fuel bills, and reducing energy debts.

Free home energy checks to help with heating controls, energy bills, and advising on energy saving measures

Emergency funding for low income households with broken heating systems

Signing up to priority services register to support vulnerable households receive assistance if there's a power cut

Get in touch:

- 📞 0800 0123 456
- 🌐 www.OurSite.co.uk
- ✉ advice@OurSite.co.uk

Logo here

Follow your company's brand guidelines to ensure your assets are recognisable and consistent.

Promotional materials tips

Make sure your assets aren't overcrowded.

FREE AND IMPARTIAL ADVICE

over the phone, at your home and in your community. Supporting you to better heat your home, keep warm and reduce your energy bills.

We can work with you to:

- Reduce your household's energy usage
- Save money on your bills
- Improve your available income
- Access home energy efficiency measures and grants

www.OurSite.com **Logo here**

If you don't have access to photographs, graphics can be used to illustrate your assets.

Testimonials can be used to help build trust. Where possible, use names rather than anonymised quotes.

HELPING YOU MAKE YOUR HOME WARMER

We help residents to live in more comfortable and energy efficient homes.

Our friendly advisors can respond to your energy issue, no matter how big or small:

Call us on 0800 123 4567 | Email us at advice@oursite.co.uk

"I'm now more aware of how I'm using energy in my home and how I can save on my bills. Thank you for helping me make changes!"
- XXX customer

Scan me!

www.OurSite.com
Small print lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt.

Logo here

Make your copy about the person reading by using 'you' where possible.

QR codes can be an easy way for people to access your website.

Promotional materials tips

Make sure your assets are consistent across the different channels you use.



If posting on your own social media channels, you may not need to include your logo. But if assets are being shared with partners, including one is helpful.

Questions can help to catch the attention of people scrolling on social media.



Try to keep URLs short so that they are easy to type in.

Adding animation to your social media graphics can help them to stand out.

Test different messaging on social media graphics to find out what works for your audiences.