shop 4 support

Get more from your store!

Resources for providers who have a store on shop4support or Connect to Support.

www.shop4support.com/providermarketing

www.connecttosupport.org/providermarketing

Resources

Quicklink

You can signpost users to your store in via your "Store Quicklink". This is a URL address that takes users straight to your online store. It is usually in the form of www.shop4support.com/ourname

If you don't have a Store Quicklink, you can request one for free via the S4S helpdesk. To do this:-

Go to the provider marketing page and click on the quicklink button.

Please note that it doesn't really matter whether you have a shop4support Quicklink or a Connect to Support Quicklink, as your Store appears in both places, and the two sites are fully inter-operable.

Logos

You can use the following logos on your website or in your promotional materials:

4 Available on **shop4support**	Available on **Connect to Support**
4 Available on **shop4support**	Available on **Connect to Support**
4 Buy from **shop4support**	Buy from **Connect to Support**
4 Buy from **shop4support**	Buy From **Connect to Support**

These can be downloaded from the Providermarketing Resource page

Promoting Your Store in Written Materials

You can signpost users to your store in your written promotional materials via your "Store Quicklink".

You may wish to consider the following approach:

You can buy online from us, by accessing our online eCommerce store at **www.connecttosupport.org/ourname** [or **www.shop4support.com/ourname**]

Visit our online store at **www.connecttosupport.org/ourname** [or **www.shop4support.com/ourname**]

Linking to Your Store from Your Website

Creating a link to your Store from your website has the following benefits:-

You will be offering eCommerce facilities as part of your website.

- Customers can access your Store directly without having to search for you on shop4support / Connect to Support.

- It will increase the level of traffic to your Store.

- It will improve the likelihood of your Store appearing on search engines.

- It is very quick, easy and free to do.

There are two ways you can do this:-

1. Using the 'code generator'. By completing the two boxes below, a string of code will be generated that you can pass to whoever operates your website. They simply upload this to relevant page(s) of your website and the following image and link will appear:-

2. Giving the URL address to whoever operates your website, along with any logos or text that you want them to embed. This is the best option for those providers that want something a bit more bespoke. Some providers have made it an integral part of their website – see **http://www.thera.co.uk/buy-your-support** for an example.

Linking to Your Store from Social Networking Sites

Creating a link to your Store from your social networking pages has the following benefits:-

- You will be offering something new and interesting to your 'friends' and 'followers'.

- You will reach people that perhaps weren't aware of your Store.

- It will increase the level of traffic to your Store.

- It will improve the likelihood of your Store appearing on search engines.

- It is very quick, easy and free to do.

Press Release / Newsletter

You may wish to use the following as the basis for a local press release or internal / external newsletter.

We have joined the eCommerce Revolution!

As part of our strategy of embracing both innovative practices and the principles of self-directed support, we now have an online eCommerce store on shop4support. com which enables our current and prospective customers to view the range of products / services offered by us and to then order and pay for them online.

shop4support is the leading eMarketplace for Social Care is currently being rolled out across 15 LAs including most of those in the Yorkshire & Humber region under the name of **'Connect to Support'**

To visit our online store, go to
www.connecttosupport.org/ourname [or **www.shop4support.com/ourname**]

Use CtS as your Website

If you don't currently have a website, you can use your Store on shop4support or Connect to Support as a basic one for free.

All providers can use the "about us" page to include background details about your organisation for free. See **www.connecttosupport.org/aamina** for an example. We are currently rolling out the "about us" page to all current providers. If you don't yet have an "about us" page, get in touch with us via the helpdesk and with your help we will get one created quickly.

In addition, you can request a "premium" store from shop4support. This enables you to have multiple 'content managed' pages with lots of images and content, although there will be some charges. See **www.connecttosupport.org/telecarebarnsley** for an example.

Tendering

You may wish to include the following paragraphs in any tenders that you submit:-

As part of strategy of embracing both innovative practices and the principles of self-directed support, we now have an online eCommerce store on shop4support.com which enables our current and prospective customers to view the range of products / services offered by us and to then order and pay for them online. To visit our online store, go to
www.connecttosupport.org/ourname [or **www.shop4support.com/ourname**].

shop4support.com was established in 2008 in direct response to the personalisation agenda. With 15 local authorities already on board, it is the leading eMarketplace for social care in the UK. We have chosen to work with shop4support as it differentiates itself from similar sites by:

•	Having full transactional capabilities so that people can buy services and manage their budget online.

•	Providing a 'choice and control' solution for all citizens, regardless of whether they are a self-funder, a direct payment recipient or have a managed budget.

•	Offering a nationwide standard platform.

Should we be successful with this tender, customers will be able to use our Store on shop4support to find more information about us, the products/services that we offer and what other customers think of us as well as being able to purchase from us and manage their care at the click of a button. Through our relationship with shop4support, we are also able to offer a number of innovative personalisation options, which we would welcome the opportunity to discuss with you in due course.