

# Refer a friend

## Broadcast pack: 'How to' guide

Thank you for downloading your 'Refer a friend' broadcast pack. Within this pack you'll find the following assets, and to help you get the most out of it, here's a quick guide on how to use them:

- 1x 'How to' guide (this is for your information only)
- 1x IPSE information flyer PDF
- 6x Email signature graphics JPEGs
- 10x Social media graphics JPEGs
- 2x Website badge JPEGs

For any assistance call  
our membership team on

**0208 897 9970**

### Introduction to your referral link

When you are logged on to the IPSE website, your referral link can be found at [www.ipse.co.uk/refer-a-friend](http://www.ipse.co.uk/refer-a-friend). This is unique to you which means we can track exactly who is sharing the love most and who should be receiving the rewards for doing so. When you share your unique referral link, your friend will be taken directly to the IPSE sign-up page. From here, they should complete the sign-up form with personal and payment details, and on submission, **the discount will be automatically applied at check out.**

### IPSE information flyer

*What format is it?* A4 PDF

*What next?* Well, it's pretty straight forward. Just simply attach the flyer to your email when you mention the referral scheme to your friend. This will give them a brief overview of what IPSE has to offer, our pricing, and details about how to contact us.

### Email signature graphics

*What format is it?* 6x JPEG, 590x135px

*What next?* Email signatures are a great way to share promotional offers without sounding too sales-like. And once it's uploaded to your system you can forget about it whilst it works its magic. If you're not sure how to add a signature, please refer to these quick links to help you, depending on your email provider:

**Microsoft Office** **GoogleMail/Gmail**

### Social media graphics

*What format is it?* 2x JPEG for LinkedIn/Facebook (1200x628px) and 2x JPEG for Twitter (1024x512px)

*What next?* Joining IPSE is something to be proud of. Not only have you taken steps to protect and nurture your business, but you're also contributing to the safety and fairness of self-employment as a whole. So why not shout about it? And better yet, why not be rewarded for doing that? Simply upload the bespoke graphics to their respective social media platforms, be it LinkedIn, Facebook, or Twitter.

### Website badge

*What format is it?* 1x JPEG 318x470 (portrait), 1x JPEG 640x236 (landscape)

*What next?* As you know, we are a respected, valued, and trusted association that has been supporting the self-employed for over 20 years. By wearing the IPSE badge on your website, you show your dedication to the wider self-employed community. Plus, that you are a credible outfit that prospective clients can trust. Add our badge to your website footer or wherever you feel it fits most comfortably.

### Other platforms

We've outlined key ways to share your assets but don't feel limited by where you can broadcast your promotion. You can use any of these graphics in any other platform, such as Slack, your company's Intranet, online forums – anywhere really. **It's totally up to you.**