

Robin Heppell presents . . .



Technical Applications for Funeral Home Operations

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Funeral Technology Bootcamp Agenda

- **Commercial Software for the Funeral Home**
- **Google: Beyond the Biggest Search Engine**
- **Industry Specific Software & Technologies**
- **“The Technology Decision-Making Process”**
- **Technology I Use – Hepp’s Show & Tell**

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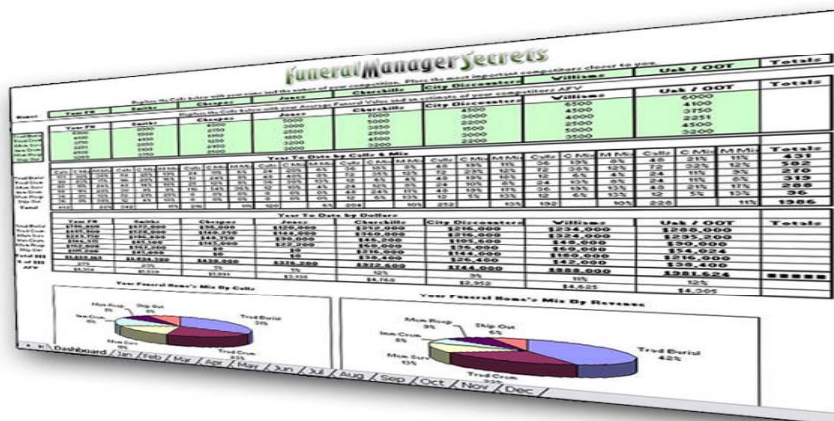
Commercial Software For Funeral Homes

- **Microsoft Office**
 - (Word, Excel, PowerPoint, Outlook, Publisher)
- **Adobe Creative Suite**
 - (Acrobat, PhotoShop, DreamWeaver)



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Management Excel Spreadsheets



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PhotoShop Memorial Folders



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Other Commercial Software

- **Microsoft Office**
 - (Word, PowerPoint, Publisher)
- **CRM (Customer Relationship Manager)**
 - Maximizer, Act, Salesforce, Infusionsoft



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The Importance of Training



Andy Grove, former CEO for Intel stated that after an exhaustive study, the Highest ROI Investment at Intel was TRAINING!



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Keyboard Shortcuts — Key to Efficiency

Windows system key combinations

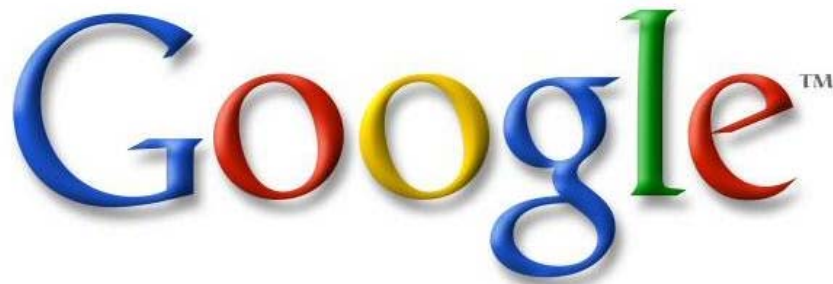
- F1: Help
- CTRL+ESC: Open Start menu
- ALT+TAB: Switch between open programs
- ALT+F4: Quit program
- SHIFT+DELETE: Delete item permanently
- Windows Logo+L: Lock the computer (without using CTRL+ALT+DELETE)

Windows program key combinations

- CTRL+C: Copy
- CTRL+X: Cut
- CTRL+V: Paste
- CTRL+Z: Undo
- CTRL+B: Bold
- CTRL+U: Underline
- CTRL+I: Italic

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More Than Just a Search Engine ...



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Google's Suite of Free Tools

Search / Info Gathering

- Advanced Search
- Google Alerts
- iGoogle

Websites / Marketing

- Google Analytics
- Webmaster Tools
- AdWords Keyword Tool
- Local Business Center

Google Applications

- Gmail
- Google Docs
- Google Calendar
- G Talk

Productivity / Information

- Google Reader
- Google Bookmarks
- Google Notebook

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Google Advanced Search



- exact phrase - “? ?”
- “+” – must include
- “-” – don’t include
- site:www.YourFu...
- filetype:ppt “term”
- define:embalmer
- link:fdaofky.com
- cache:www.YourF...

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Google Alerts





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Information to You with iGoogle



Knowledge is Power: Google Analytics



Google's Website & Marketing Tools

Google
funeral homes shawnee ks

Web Show options

Local business results for **funeral homes** near **Shawnee, KS**

A. Amos Family Funeral Home and Crematory - www.amosfamily.com - (800) 810-8331 - [Learn More](#)

B. Florio's Wholesale Flowers - florioswholesale.googlepages.com - (913) 341-7246 - [More](#)

C. **Chapier Funeral Homes** - missa.google.com - (913) 871-7222 - [More](#)

D. Porter Funeral Home - www.porterfuneralhome.com - (913) 438-8444 - [More](#)

E. Alden-Harrington Funeral Home - www.aldenharrington.com - (913) 422-4074 - [More](#)

F. Chapel Hill Outlets Funeral Home - www.dignitymemorial.com - (913) 304-3000 - [1 review](#)

G. **Kansas City Funeral Directors** - missa.google.com - (913) 262-8310 - [Learn More](#)

H. Newcomers DW Sons Funeral Homes Crematory & Cremation Services - www.dwnewcomers.com - (913) 544-0400 - [More](#)

I. Maple Hill Funeral Home - www.maplehillfuneralhome.com - (913) 309-3342 - [1 review](#)

J. **Magilly & Fyfe Funeral Home & Cremation Services** - www.garrettfuneralhome.com - (913) 782-0602 - [Learn More](#)

More results near Shawnee, KS »

Kansas City Funeral Homes | Amos Family Funeral Home & Crematory ...
We are a family owned funeral home with our own crematory serving the Kansas City area since 1946. ... Amos Family Funeral Home | Shawnee Kansas
www.amosfamily.com - [Cached](#) - [Details](#) - [SP](#)

[Directions](#) [John Michael Gagner](#)
[About Us](#) [Cremation Services](#)
[Merely M.J. Allen](#) [View Us](#)

More results from amosfamily.com

About Us | Amos Family Funeral Home | Shawnee Kansas
In May of 1946, F. Paul and Irlene Amos opened their family business in Shawnee, Kansas. In 1948, Shawnee was a little community of 4111 people in Johnson ...
www.amosfamily.com/about/ - [Cached](#) - [Similar](#) - [D](#)

Results from using Local Business Center
Results in part from using Webmaster Tools
Google Authority Listing

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Collaboration with Google Apps



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Be Productive & Organized with Google

The screenshot shows the Google Reader interface. On the left, there is a sidebar with 'Bookmarks & Notebook' and a list of subscriptions. The main content area displays a list of articles under the heading 'Funeral Related'. The featured article is titled 'Hepp to Speak at Kentucky State (FDAofKY) Convention' and includes a sub-headline 'MEDIA RELEASE: 127th FDA of Kentucky Annual Convention – Robin Heppell presents: Technology is a Funeral Director's Friend'. The article text mentions that Robin Heppell will be speaking at the 127th Annual Convention of the Kentucky Funeral Directors Association in Louisville, KY.

Pay Per Click Ads Best Practices

- Do you keyword research:
- Write the ad in their words - not yours.
- Have a specific landing page that continues the conversation from the ad
- Split Test 2 Ads
- Configure Google Analytics to track your goals
- Have an off-line plan to close the deal

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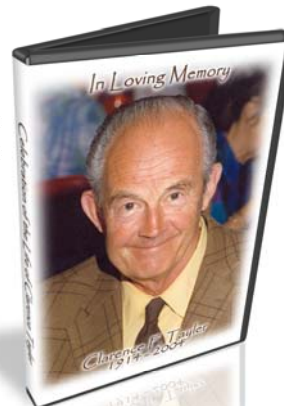
Keywords	Estimated Ad Position	Estimated Avg. CPC	Advertiser Competition	Local Search Volume: August	Global Monthly Search Volume
funeral cost	1 - 3	\$1.65	<input type="checkbox"/>	14,800	14,800
funeral costs	1 - 3	\$2.22	<input type="checkbox"/>	9,900	12,100
funeral price	1 - 3	\$1.22	<input type="checkbox"/>	8,100	8,100
cost of funeral	1 - 3	\$1.53	<input type="checkbox"/>	4,400	4,400
average funeral cost	1 - 3	\$1.43	<input type="checkbox"/>	3,600	2,900
funeral prices	1 - 3	\$2.07	<input type="checkbox"/>	1,900	1,900
average funeral costs	1 - 3	\$2.27	<input type="checkbox"/>	1,000	880
funeral price list	1 - 3	\$1.28	<input type="checkbox"/>	880	880
help with funeral costs	1 - 3	\$1.74	<input type="checkbox"/>	880	1,300

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Funeral Specific Technologies . . .

Things to Consider About:

Video Tributes, Web Casting, Memorial Websites, & Implementing New Technologies



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What are Your Options

Outsource

- Don't need to learn new skill
- Less time resources required
- Don't worry about upgrades
- Professionally produced

In House FH Specific

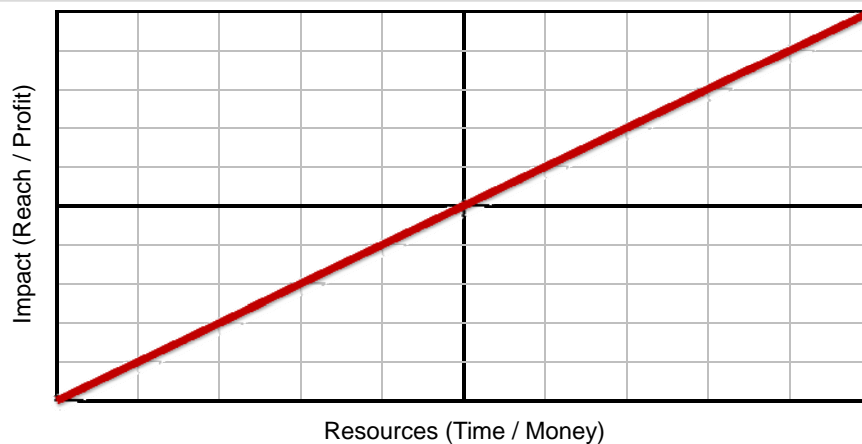
- More profit once skill learned
- Can do Rush jobs
- Can make changes quickly
- Vender can give industry info

In House Commercial

- More profit once skill learned
- Can do Rush jobs
- Can make changes quickly
- Software won't be obsolete

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Prioritizing Technology (or Any Initiative)



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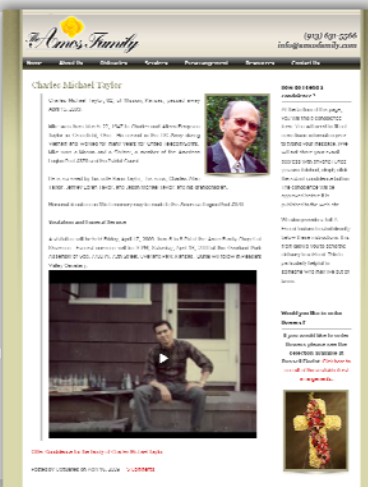
Educating Families About Technology

1. **Preface introduction:** "Since the last time you had to make funeral arrangements, there have been a few changes, may I tell you about them?"
2. **State Client Family Benefit:** "So that family and friends from out of town can be informed immediately about the funeral,"
3. **State Solution:** "We now have the ability to have obituary notices on our website."
4. **Add additional benefit:** "This also allows them to offer their condolences that you can view on our website."
5. **Share Results:** "Families are always so pleased to receive these condolences as they find them very comforting."

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Press Play — Get Exposure

- **At the funeral home:**
 - visitation, service, reception
- **Show on the road:**
 - Offsite – churches, golf clubs
- **Don't forget the Internet:**
 - Go Viral again!



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Technology I Use: Free Tools

- Firefox + Plugins
- Filezilla – FTP Client
- Skype – Messaging & Calls + Conference Calls
- Jing Project – Screen Capture
- Gimp – Image Editor
- Format Factory – convert audio & video formats
- Audacity – Audio Editor
- QuickTime – 2X speed playback

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Firefox – Internet Browser

Powerful “Right-Click” Functionality

- View & Save Images, plus many more features

Plugins / Extensions

- Google Toolbar
- DownThemAll
- Seo for Firefox (SeoBook)
- SearchStatus



Firefox

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Advance Technology Sites & Services

Websites

- TrafficGeyser
- iStock Photo
- Send Out Cards

Video Software:

- Sony Vegas Studio 9 HD
- Adobe Premiere Elements
- Muvee AutoProducer

Services

- GoToMeeting / MyPC
- Amazon S3

Software:

- Camtasia / Snag It
- SmartDraw
- MindJet
- PhotoShop

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Who Will Take Action?

• Show of hands, who going to ...

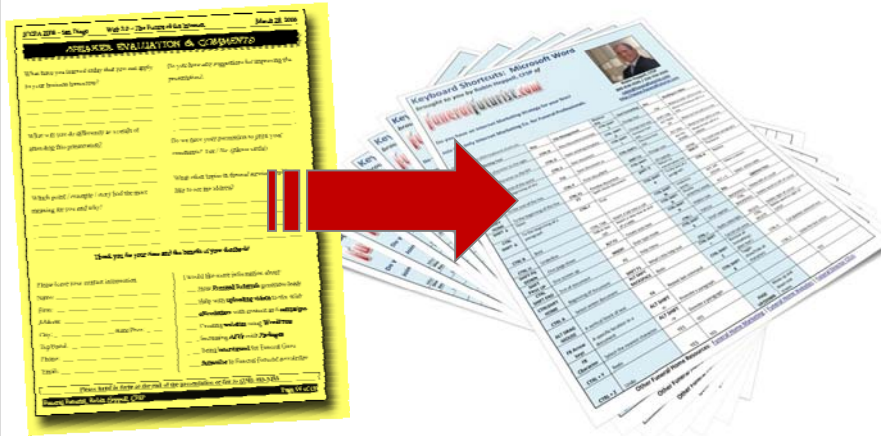
- Train your staff about software shortcuts
- Create Facebook Page
- Try out Google Apps
- Upload a Video to YouTube

• By November 25th email me with what you did, and I will send you a DVD: Your Funeral Home & YouTube



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Evaluation Forms



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For More Info, Contact Hepp at ...

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