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Social Media for Preneed - 101

How To Do It Right & What To Do Right Now

William Egan: Relationship Builder




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How Important are Relationships?

SERVICE CORPORATION INTERNATIONAL
NOTES TO CONSOLIDATED FINANCIAL STATEMENTS — (Continued)

and \$160.4 million was allocated to our funeral segment. None of this goodwill is deductible for tax purposes. The \$169.8 million in identified intangible assets consists of the following:

Asset	Useful life	Fair Value (In thousands)
Preneed customer relationships related to insurance claims	10 years	\$ 16,900
Referral relationships	10-20 years	16,400
Preneed deferred revenue	10-14 years	87,147
Trade names	Indefinite	40,000
Licenses and permits	Indefinite	2,600
Water rights	Indefinite	6,800
Total intangible assets		\$169,847

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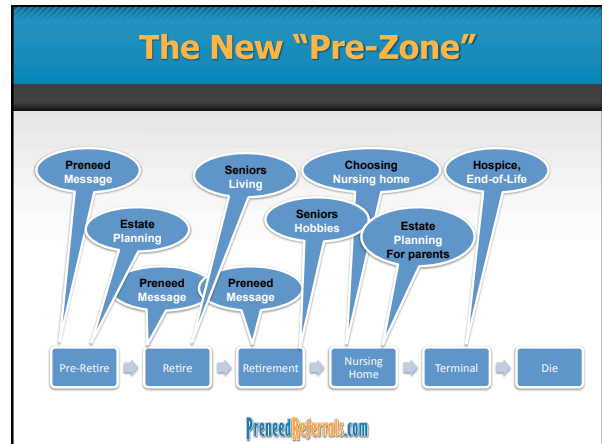
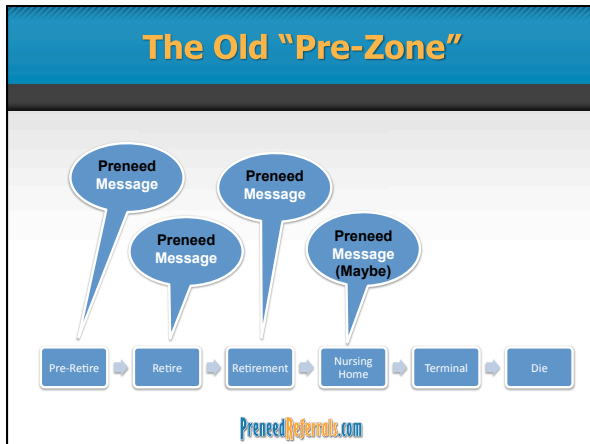
Future of Preneed?

1 Person's Observation...

- Pit Bulls & Golden Retrievers
- On the web, its more Near-Need than Pre
- Still need information online for Pre-Need Info Seekers
- Direct Mail can still feed the Pit Bulls



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Goals For Social Media Strategy

- Build and Nurture Relationships
- Be a Helpful Member of your (Online) Community
- Have your Desired Outcome in Mind



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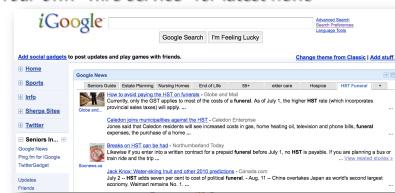
Starting your Social Media Strategy

- Create Your Virtual Marketing Platform
 - Website or Blog + Online Profiles
- Aggregate Helpful / Useful Information
 - Piggy back or get ideas from others content
- Interact with your community
 - Offer birthday wishes, comment on people's success, offer encouragement, upload photos
- Publish Content on a regular basis

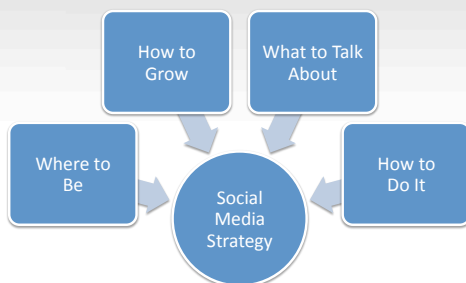
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Aggregate Specific Information

- Google Reader
 - All your favourite websites in one place
- Google Alerts
 - Real-time notifications from blogs, news sources, websites
- iGoogle Dashboard
 - Your own "wire service" for latest news



Social Media Action Plan



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Advanced Marketing Strategies

- Create Short Videos about Various End of Life Issues
 - 2-4 mins. in length & upload to YouTube & other video sites
- Interview Local "End of Life" Experts
 - Get more exposure and credibility "by association"
- Facebook Ads
 - The most specific, focused advertising available:
 - Location, Age, Gender, Marital Status, Interests
- PURLs
 - Personalized URLs: curiosity makes them click
 - www.HSTExemptFunerals.org/George-Darte
- Integrate Offline Marketing
 - Use Direct Mail to "Sell the Click"

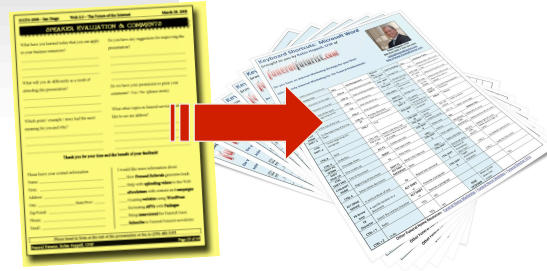
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BONUS: HST Awareness Campaign

1. Create a Separate Website / Blog
 - www.HSTExemptFunerals.org
2. Add Helpful Content
 - Cite news stories & Government resources for credibility
 - Add preplanning resources: guides, videos, templates
3. Create Lead Capture tool
 - Web form or even Google Docs
4. Create Facebook Ad
 - One for males, one for females
5. Integrate Direct Mail Campaign with PURLs

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Evaluation Forms



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February 18, 2010



Free Web Seminar

- Review content of presentation
- Live demonstrations
- Answer all questions
- Recording available

Please write "18" on evaluation form to register

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Robin Heppell

Services Available

- Funeral Websites
 - \$3,500 – 6,500
 - Most Google Friendly Sites
- Online Marketing Plans
 - Virtual Marketing Platform
 - PPC Campaign Management
- Strategic Marketing Plans
 - Complete marketing audit
- Training Workshops

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Websites

- www.FuneralFuturist.com
- www.FuneralGurus.com
- www.PreneedReferrals.com

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