



- Google Analytics
- Google Webmaster Tools
- Tracking Phone Numbers
- Coupons & Certificates
- ROI Marketing Worksheet



- Strategic Thinking
- Philosophies
- Biggest Mistakes
- Marketing Legends
- Take Action - Start Today
- Think in Campaigns, Not Ads
- Remember to have a Call To Action
- Check Analytics each Month
- Read 1 Marketing/ Strategy Book per Month
- Use Tools To Make Marketing Easier
- Review Blueprint for Ideas & Guidance



- Strategic Thinking
- Philosophies
- Biggest Mistakes
- Marketing Legends



- Specific Death Cycle
- Specific Demographics
- Specific Funeral Mindset

# Funeral Marketing Blueprint



- Information Aggregation
- Campaign Creation
- SEO (Local)
- Local Expert Status
- Reputation Management
- Relationship Marketing



- Print
- Direct Mail
- Website
- Online Obits
- Online Advertising
- Online Video
- Broadcast Media
- Press Releases
- Social Media
- Email Marketing
- Events Sponsorship



- Marketing Tips
- Ethical Persuasion
- Features vs. Benefits
- Articles
- Salesletters
- Print Ads
- Landing Pages
- Email Marketing
- Mobile Marketing