ROBIN HEPPELL, CFSP

FUNERAL MARKETING & STRATEGY CONSULTANT

CONTACT



250-744-3595



robin@funeralfuturist.com



Victoria, BC



FuneralFuturist.com

EDUCATION

ROYAL ROADS UNIV. BComm Entr. Mgmt. 2002 - 2004

ADV ED & TRNG (BC) Funeral Direct. & Embalm. 1987 - 1989

CERTIFICATION

CFSP

Academy Fun. Serv. Pract. 2006

CELEBRANT
In-Sight Institute
2003

GOOGLE ADS PARTNER Google 2015

GOOGLE ANALYTICS Google 2017

CREMATORY OPERATOR
Cremation Strategies & Con.
2017

ABOUT ME

4th generation funeral director, licensed for over 30 years, a CFSP, Certified Celebrant and Certified Crematory Operator. As a Funeral Marketing and Strategy Consultant, I offer digital marketing services under Funeral Results Marketing, consulting under Funeral Futurist & Funeral Boardroom, and training & education under Funeral Gurus.

EXPERIENCE

FUNERAL RESULTS MARKETING, 2008 - PRESENT

Digital Marketing Agency for Funeral Service

Own and manage company with 10 remote employees in North America & Philippines. Clients are funeral homes, cremation providers, cemeteries & vendors

- Create & implement new strategies like Google-friendly obits and Get-Paid-First online cremation arrangements
- Create procedures for our team based on funeral experience and expertise
- Conduct strategic analysis of online market to incorporate strengths
- Delegate design and development of website providing strategic guidance
- Create, manage and optimize Google Ads accounts
- Analyze Google ranking and implement Local SEO best practices

FUNERAL FUTURIST, 2004 - PRESENT

Funeral Marketing, Strategic Consulting & Training

Funeral Futurist (general consulting and training):

- Present funeral related topics to associations & study groups internationally
- Operate live seminars (Funeral Rock Stars, Funeral Marketing Blueprint & Cremation Conference) managing all logistics including marketing, venue & catering, printing materials, registration and presenting all topics
- Facilitated and managed multi-million dollar trust rollovers

Funeral Gurus (training):

- Developed & facilitate membership website for professionals to interact
- Conduct CEU & training seminars (150+) including all logistics of webinar

Funeral Boardroom (1 on 1 consulting):

- Work with funeral home owners on issues they want to brainstorm and execute
- Examples: pros and cons of new technologies, implement Aftercare, structure strategic partnerships, explore new opportunities like online cremation, create a system to cultivate online reviews, review direct mail pieces, implementation of "Celebrant Mindset" in funeral home, choose call management or CRM

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EXPERTISE

FH Online Presence

Cremation Arrangements

Local SEO

Google Ads

Reputation Management

Google Analytics

Lead Capture & Magnets

Email Marketing

CRM Segmenting

Copywriting

Ad Writing

Webinars

Podcasts

Google My Business

Online Obituaries

Video Marketing

SOCIAL MEDIA

Facebook (2007) 3,322 friends LinkedIn (2007) 5,232 connections YouTube (2007) 230,373 views Twitter (2008) 3,142 followers

EXPERIENCE CONT.

McCALL GARDENS FUNERAL & CREMATION SERVICES, 1986 - 2009

Funeral Director, Arranger, Embalmer, Pre-need Sales and Management Formerly McCall Bros. Funeral Directors (Victoria, BC): high volume firm (800+ calls), in highly competitive, high cremation (92% cremation) market.

Funeral Director, Arranger & Embalmer

- Served in all capacities of the funeral home at a higher than normal volume of interactions based on number of calls and high traditional cremation mix
 - o Arranged over 1,000 at-need calls
 - Embalmed over 500 deceased persons

Preneed Sales and Management

- Sold funeral plans, cemetery lots, monuments and travel assurance
 - o Closed over 1,500 pre-need leads
- Rated in the Top 10 in sales in North America for NSM's Monumental Life Plan
- Ranked # 1 in 1997 despite having lowest average funeral cost
- Performed 7 KPI analysis and created reports of pre-need program
- Supervised and trained funeral directors, sales reps and support staff in all areas of funeral home and cemetery pre-need

Marketing, Management and Technological Duties at McCalls

- Facilitated all forms of marketing: direct mail, print, radio, television, ppc
- Led development of first website in 1996 and all subsequent websites
- Facilitated the implementation of Celebrant services and the role of Emcee
- Developed in-house call management database & form creation with Paradox

ALDOR SOLUTIONS CORPORATION, 2002 - 2006

Sales and Funeral Industry Expert

- Sold custom websites with obituary modules for Canada
- Sold FDMS and assisted in custom applications
- Consulted on new products and marketing language for funeral homes

FROM DAVID MCCALL

Rob have given us excellent service and innovative solutions to the challenges we have faced in a highly competitive cremation market. He has not wavered in his approach to finding a balance between successful client family relations and the needs of our firm. Whether it be marketing strategies or hints on customer service and messaging, he has excelled. He particularly knows the cremation customers' expectations and mindset.

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SPEAKING ENGAGEMENTS

NATIONAL / INTERNATIONAL

ICCFA 19, 12, 11, 10, 09, 08, 07
TanExpo (Italy) 2018
Funeral Rock Stars 2015, 14, 13
OGR 2015, 12, 09
NFDA 2013, 10
Funeral Bootcamp 2013
ICCFAU 2012, 11
FSAC 2011, 06
FPC 2010, 08
CANA 2007
CCFS 2010, 07
SIFH 2008
FSAC 2006

REGIONAL

Crematory Leadership 2016 IFHV 2016 IFDF 2014 People's Memorial 2012 LA County FDs 2012 OFDA 2011 (Ohio) UFDA 2011 **SFLIC 2010** LIC 2010 **OACFP 2010** Tri State Northern Rockies 2010 AFD 2009 OFSA 2009 NJSFDA 2009 **FDAKY 2009** NYSFDA 2008 OFDA 2008 (Oregon) IFDA 2008 FSABC 2006

MARKETING & LEADERSHIP ROLES

MARKETING

- Implement all forms of marketing to promote various business units including:
 - copywriting, headline & ad writing, lead pages & magnets, lead segmentation, email marketing, apply sequences & campaigns, article writing, press release submission, video marketing, podcasts & webinars

LEADERSHIP

- Served on Board of Trustees (Academy of Professional Funeral Service Practice)
- Created business management courses (Canadian College of Funeral Service)
- Served as funeral sector member (Funeral Profession Coalition Council of Canada)
- Selected as Canadian component (NSM Pre-need Marketing Group)
- Created marketing courses for cemeterians and funeral directors (ICCFAU)

NON-FUNERAL HIGHLIGHTS

- Member of the four-person Case Competition Team (Royal Roads University)
- Member of Internet Entrepreneur Panel for MBA & BComm Learners (UVic)
- Lead Internet Marketing workshops for First Nation Entrepreneurs (UVic)
- Served twice as Worshipful Master of Confederation Lodge (Grand Lodge of BC)
- Served as Elder (8 years) and Roll Clerk (3 years) (St. Andrew's Presbyterian Church)
- Appointed as Head Coach (3 years) & Assistant Coach (5 years) (Victoria Minor Hockey)

FROM TODD VAN BECK

Heppell has the knowledge and experience to blend his admirable funeral experience and his unquestioned dedication to funeral service and link this vast treasure trove of experiential expertise to today's Internet savvy consumer. Heppell is the great communicator, and he has helped to guide and mentor scores of funeral homes with the results being that his funeral home clients present themselves in an enhanced manner, in an ever-changing market, to capture more service calls. Heppell's footprint on his client firms is proof of the adage that "Not all funeral homes are the same."

FROM JOHN MCQUEEN

Rob used to work with me as far as doing work for my funeral home when I had it and I attribute a lot of our great success and growth to the efforts that Rob put forth. He is definitely a guru.