

Robin Heppell presents ...

Social Media for Preneed

For Your Clients & Your Company



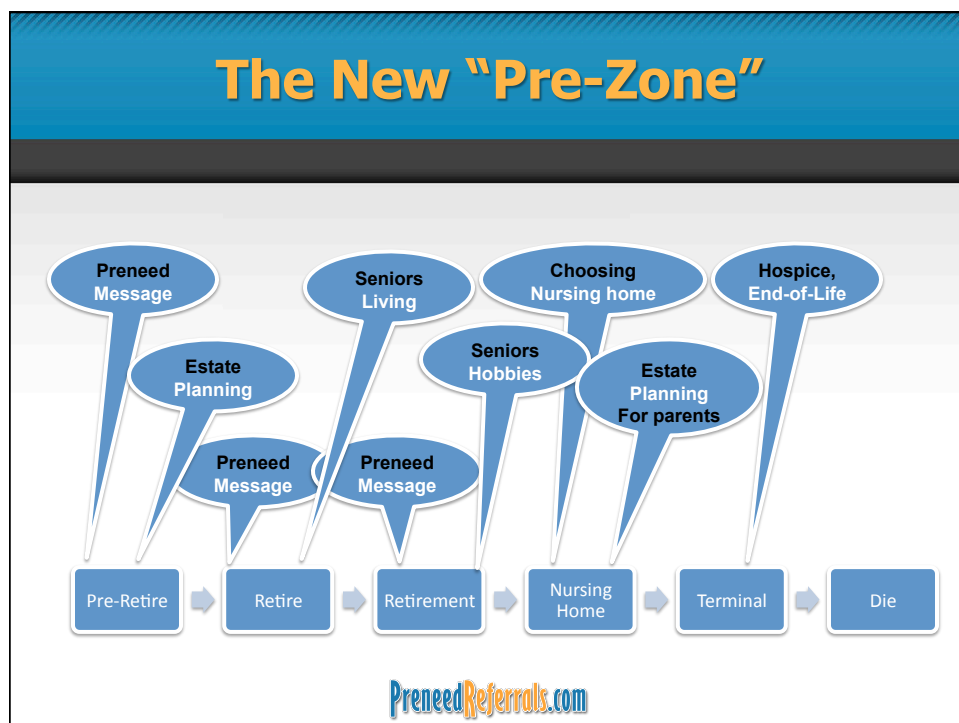
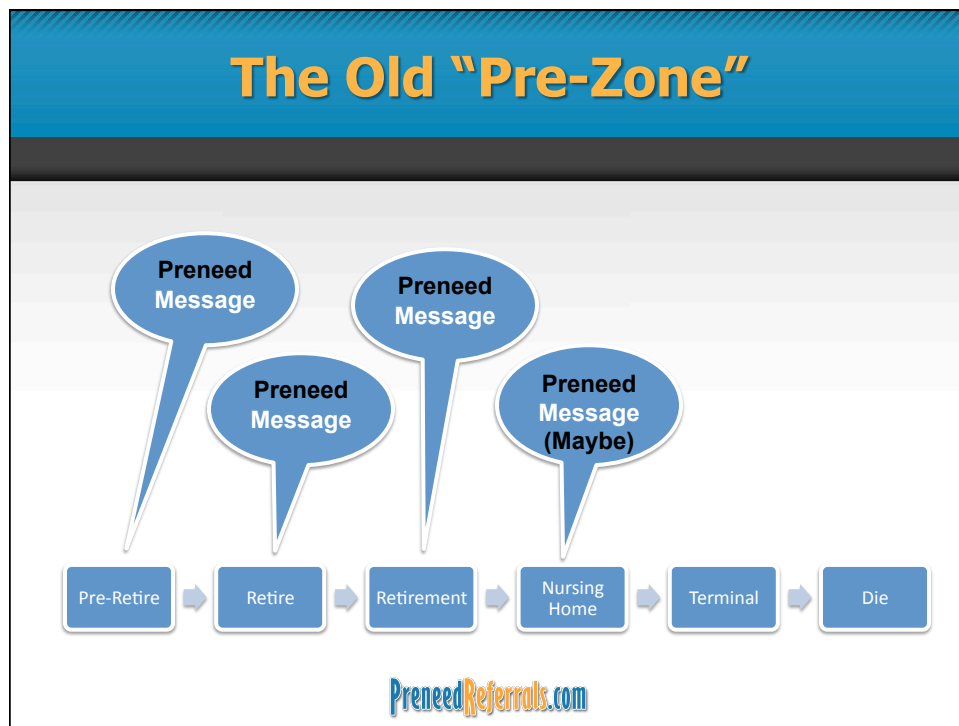
Future of Preneed - Online?

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
- Remember: Use whatever modality is easiest for you to get started



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Your Syndicated Media Network



Desired Destination – Your Platform:

- Webpage (not just your home page)
- Opt in / Registration Form
- Helpful Information / Resource Guide

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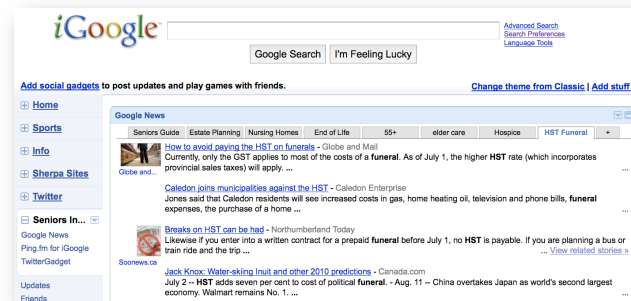
Starting your Social Media Strategy

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



What To & How To Write

PreneedReferrals.com Social Media for Preneed: 101

Idea Brainstorming Sheet: Articles & Newsletters

Funeral Related Topics:

- Cremation
- Burial
- Natural Burial
- Funeral Trends:
 - Green
 - Celebrations
- Client Family Benefits for
 - Embalming
 - Viewing
 - Funerals
 - gatherings
- Celebrity funerals
- Local topic on national topic

Article Formats:

- A-Map: Why, What, How, & What If
- P.A.R. Problem, Action, Result (Case Study)
- FAQs: Frequently Asked Questions
- Ask the Director
- The List
- Press Release
- How To's
- Checklists
- Guidelines / Templates
- Interview Format

Seniors' Related Topics:

- Seniors Guide
- Estate Planning
- Nursing Homes
- End-of-Life
- SS+
- Elder Care
- Hospice

Seniors' Interests:

- Comfort Food Recipes
- Digital Photography Tips
- Food Gift Baskets
- Gardening Tips
- Genealogy
- Motorized Scooters
- Scrapbooking / Crafts

Action Plan:

- Upload to Blog / Website
- Submit link on Facebook
- Engage Readers to Comment
- Respond to Comments
- Bookmark with Social Bookmarks

Tips:

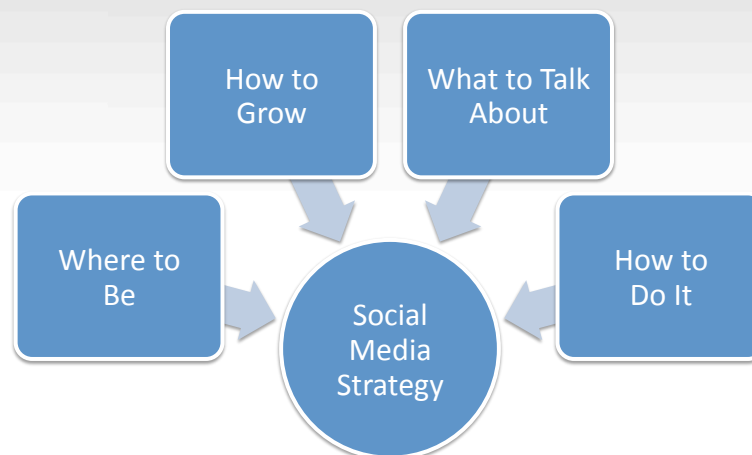
- Write as if you were having a one on one conversation
- Use their words, not "funeral lingo"
- 400 - 700 words is a good rule of thumb
- Close with invitation to see more articles at:
 - www.YourFuneralChapel.com/articles

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Social Media Action Plan



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Social Media Action Plan

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Social Media Strategy — Quick Start	
Where You Need To Be	How To Grow Your Network
Facebook: <input type="checkbox"/> Personal Profile <input type="checkbox"/> Company Page LinkedIn: <input type="checkbox"/> Personal Account <input type="checkbox"/> Company Account Twitter: <input type="checkbox"/> Personal Account <input type="checkbox"/> Company Account <input type="checkbox"/> Other Account Option 1: Connect Profiles Together: <input type="checkbox"/> Personal: Facebook > Twitter > LinkedIn <input type="checkbox"/> Company: Facebook > Twitter Option 2: Ping/PN <input type="checkbox"/> Connect All Personal Accounts <input type="checkbox"/> Connect Facebook & Twitter	Facebook: - (Request Friend) <input type="checkbox"/> Check friends of most popular friends (right-click) <input type="checkbox"/> Check groups: Local, Business + Friend's Groups LinkedIn: - (Invite to Connect) <input type="checkbox"/> Check "Classmates" tab <input type="checkbox"/> Search & Check Local Groups Twitter: - (Follow - don't need to be invited) <input type="checkbox"/> "Find People" Search: City / Town / Region Code <input type="checkbox"/> Right Column Search: Join in (Near Town / Code) <input type="checkbox"/> Twellow.com - Check "Twellowhood" Notes: For all 3 services, use "Find Friends / Contacts" + you can upload a CSV file from Outlook or CRM program. After Completing Profiles, go to: http://twitter.grader.com http://facebook.grader.com Remember: Respond to mail and direct messages
What To Talk About	How To "DO" Social Media
<input type="checkbox"/> Watch Tutorial: Information Efficiency http://www.lunafirst.com/create-your-own-wire-service/ <input type="checkbox"/> Create "Information Dashboard" • Seniors Guide • Estate Planning • 55+ • End of Life • Nursing Homes • Hospice • Elder Care • Grief • Your Town, State / Prov.	Heppell's 4 Quarters Strategy - Facebook 25%: Personal Updates (Facebook or Ping/PN) • Show that you are a family person, good member of the community, add photos of local events 25%: Liking, Commenting on Others • Congratulate Birthday Wishes 25%: Disseminating Useful Information • Use "Information Dashboard" 25%: Business Updates & Event Promotions • Use an indirect tone when talking about work • Use Facebook Ads to promote Events

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Event Promotion Strategy

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Event Promotion Checklist				
Event:		Date(s):		
Location:		Coordinator:		
Event Details & Description:				
Why should people attend (What problem are you solving):				
What are they going to learn (How will it benefit attendees):				
What is your desired outcome (Leads, Appointments, etc.):				
Days	Date	Task	Assigned to	Completed
90		Set the Date		
60		Write Related Article		
45		Create Facebook Event		
45		Create Press Release (Convert Article)		
40		Circulate: PR, Promo Poster, & Cover Letter to Churches, etc.		
28		Submit & Post Article: Online PR sites, Local Media, Your site		
21		Place Announcements on Craigslist, Kijiji, UseEverywhere		
21		Phone Churches & Groups to see if they need more Posters		
15		Create Facebook Ad for Targeted Demographic		
5		Social Media Mentions		
0		Event Day: All participants know their roles		
1		Write Recap of Event: Post on Website, Facebook		
1		Send Thank You cards to printers, organizers, facilitators		
2		Start editing video - upload as soon as possible		
7		Repurpose Video segments to YouTube, Facebook		
Other Duties				
Video Record Presentation:			Take Photos:	
Edit Video & Upload:			Take Photos:	

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Online Video Marketing

10 X 10 Q & A Formula

Most Frequently Asked Questions (Ask The Director)	Questions Client Families Should Ask (They don't know what they don't know)

What You Need...	What To Do...
<input type="checkbox"/> Write out all of the Questions and Answers	<input type="checkbox"/> Record the Videos
<input type="checkbox"/> Create 3 or 4 PowerPoint slides for each question	<input type="checkbox"/> Upload to Video Sharing Sites via YouTubeMagi
<input type="checkbox"/> Screen capture software (Camtasia / Jing)	<input type="checkbox"/> Title videos: Funeral Questions [City] [Question]
<input type="checkbox"/> YouTubeMagi account for Video Sharing	<input type="checkbox"/> Place URL at the beginning of each description
<input type="checkbox"/> Purchase URL [City]FuneralFacts.com	<input type="checkbox"/> Repurpose written FAQs as articles / blog posts

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Online Video Marketing Strategy for Funeral Homes

Main Topic: _____

Destination URL: _____
Not necessarily your home page. If video is a specific topic, direct to related page on website.

Video Titles: Keywords 1st, Use "1" Pipe to Separate, then Firm name if appropriate. 60 Characters Max., have 1 of 2 at 32 char.

1. _____	3. _____
2. _____	4. _____

Description: _____
Suggested length: 200 characters or less, use keyword phrases, always start with your URL, including the http://, call to action at end if poss. http://www.

Tags: Use 6 keywords to describe video; last 2 or 3 should be somewhat unique to you & to be used in all other videos to link them together

Video File Name: _____
Format: MP4 (H.264 encoding preferred) others: avi, wmv, mov, mpeg - Length: 10 mins. max. 2 - 3 mins. preferred - Size less than 100 MB

Uploading Your Video...	Promoting Your Video...				
<p><small>Use Traffic Genie (preferred) or YouTubeMagi</small></p> <table border="1" style="width: 100%; border-collapse: collapse; font-size: x-small;"> <tr> <th style="width: 50%;">Video Sites</th> <th style="width: 50%;">Social Bookmark</th> </tr> <tr> <td> YouTube iStockphoto Jupiter iStockphoto iStockphoto iStockphoto iStockphoto </td> <td> Delicious Digg StumbleUpon Google Bookmarks Reddit StumbleUpon StumbleUpon </td> </tr> </table>	Video Sites	Social Bookmark	YouTube iStockphoto Jupiter iStockphoto iStockphoto iStockphoto iStockphoto	Delicious Digg StumbleUpon Google Bookmarks Reddit StumbleUpon StumbleUpon	<input type="checkbox"/> Have friend view, rate, & comment video <input type="checkbox"/> Promote it with Facebook / Twitter <input type="checkbox"/> Tag it with Social Bookmarking Sites <input type="checkbox"/> Link to it from other sites if possible <input type="checkbox"/> Create the next video
Video Sites	Social Bookmark				
YouTube iStockphoto Jupiter iStockphoto iStockphoto iStockphoto iStockphoto	Delicious Digg StumbleUpon Google Bookmarks Reddit StumbleUpon StumbleUpon				

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Advanced Marketing Strategies

- 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
- Split Test
 - Test Headlines / Offers
 - Use Google Adwords or Banner Ads for initial testing
- Integrate Offline Marketing
 - Use Direct Mail to "Sell the Click"
- PURLs
 - Personalized URLs: curiosity makes them click

Corporate Social Media

- Dual Purpose Outcome:
 - Draw company in closer, knock down communication barriers
 - Build trust with public through transparency
- Are you the right person – if not, who is?
- Like before, start with what is easiest for you
- Facebook may not be the first choice: Blog should be your Social Platform
- Build your network, Control the conversation, Act fast when needed

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Corp. Preneed Social Media Ideas

- Weekly / Monthly Address
- Ask the CEO
- Interviews with staff, clients, reps
- Sales tips from the field
- Repurpose Newsletter content (even past)
- Distribute content to clients
- Contests (where permitted by law)

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Services Available

- Corporate Social Media Strategies
- Funeral Websites
 - \$3,500 – 6,500
 - Most Google Friendly Sites
- Online Marketing Plans for Funeral Homes
 - Virtual Marketing Platform
 - Social Media Strategy
 - PPC Campaign Management
- Strategic Marketing Plans
 - Complete marketing audit
- Training Workshops for Corporations & Clients

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Websites

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- www.FuneralGurus.com
- www.PrenneedReferrals.com

Social Media Profiles (connect with me)

- Facebook: <http://facebook.funeralfuturist.com/>
- Twitter: <http://twitter.funeralfuturist.com/>
- LinkedIn: <http://linkedin.funeralfuturist.com/>
- YouTube: <http://youtube.funeralfuturist.com/>

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