

# **FUNERAL ADVOCATES**

Segmenting + Messaging Strategy

# MARKETING

## AUDIT | CURRENT VALUE PROPOSITION

### **MISSION**

We represent the personal interests and wishes of our clients through their most vulnerable time, ensuring favorable results.

### **WHAT WE DO**

We provide experienced representation for our clients when a loved one dies by bringing the bereaved family the knowledge base and negotiating skills necessary to secure funeral products and services at the lowest possible cost.

### **TAGLINE**

Compassion, competence and clarity

### **FUNERAL ADVOCATES PROVIDES ...**

- Knowledge of the funeral industry and expert negotiation skills
- Education and coaching in a compassionate, low-pressure (non-sales focused) environment
- Representation against the funeral industry and advocacy for clients in a vulnerable situation

### **... IN ORDER TO HELP CLIENTS**

- Plan ahead, so surviving loved ones know exactly how to fulfill their wishes when the time comes.
- Choose only the products and services they want (or avoid upselling, a common industry practice).
- Avoid the emotional distress of making funeral arrangements while in bereavement.

**Several value messages in search  
of their **distinct audiences.****

# MARKETING

## THREE UNIQUE AUDIENCES



### Planners.

50s-70s  
Financial planning  
Likely a relative

### Preparers.

80s-90s, terminally ill  
End-of-life preparations

### Arrangers.

Any age  
Likely sudden

**A funeral advocate?**  
**Introduce **the category.****

# We are **not** a funeral home.

We **guide** you through the funeral-planning process, so you can make informed decisions.

We **represent** you against the funeral industry, so you get only the products and services you want and need.

We **save** you additional stress (and money) at a time when you are emotionally and financially vulnerable.

We **take care** of your funeral-planning needs, so you may focus on what matters most to you.

### Planners.

We help you **plan ahead, so your loved ones know how to fulfill your wishes** when the time comes.

We offer you **peace of mind.**

### Preparers.

We help you **make decisions** in a **compassionate, non-sales environment.**

We listen to your needs and treat you with **dignity.**

### Arrangers.

We **take care of everything, so you don't have to.**

We are a **supportive partner** during a difficult/complex process.