



Funeral Homes Worksheet

For 100 deaths per month in your market (or you can use this formula for a specific funeral home), about 75 percent of deaths result in funerals.

At the average price of \$7,000, this means the funeral market in your area (or the number of funerals your client provides) is worth (75 x \$7,000) or \$525,000 per month, annually that's \$6,300,000. Now use 3% to estimate the average ad expenditure for \$189,000 annually.

	National Avg.	Yours
Professional Services	\$ 1500	_____
Staff	\$ 300	_____
Use of Reception Room	\$ 600	_____
Use of Chapel	\$ 500	_____
Dressing & Grooming	\$ 300	_____
Casket	\$ 1700	_____
Burial Vault	\$ 400	_____
Remembrance Products	\$ 500	_____
Transportation	<u>\$1,100</u>	_____
Total Avg. Funeral	\$7,000	_____

Note: Other costs may include burial in a cemetery, and the installation of a headstone.



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Sales of Immediate Cremations are projected according to share of deaths that do not result in funerals (25 percent) multiplied times average price. Average price of an immediate cremation is as follows:

	National Avg.	Yours
Cremation	\$1,300	_____
Remembrance Products	\$ 400	_____
Bronze Urn	\$ 200	_____
Total Cremation	\$1,900	_____

Cremation

\$1,900 times 25 per month for every 100 deaths equals \$47,500 or \$570,000 annually. Take 3% of total sales for advertising and that equals \$17,100.

So, add \$189,000 for funeral services to the \$17,100 for cremations to get \$206,100 per year in advertising (if your client averages 100 deaths per month).



Local
Broadcast Sales

On-Demand Broadcast Training
And Revenue Development That Works!

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Here are some marketing ideas that you should find helpful.

- Radio Spot Blog: <http://blog.funeralone.com/grow-your-business/funeral-marketing/perfect-funeral-home-advertisement/>
- Radio Spots: http://api.ning.com/files/MukXuynqvvR-DMhhHLt-wphAiZGCOFg-REspd7FzmiaHx2qnf49KeoKU914LFhJ64LxZizgO*3nPQjIFC7PvMF MtaqPifK4C/Parkmemorial60vocclosewv_o.mp3
- Radio Spot: https://www.youtube.com/watch?v=FQU_tbOF9No
- Radio Spot: http://api.ning.com/files/pP0B29qH*7krofEixc-s704Qd9BphxfqJSK9ZA1r3hgoGuTONUDzmMYmvLYbPyxQmpo12ERTgqWienbiEIJGiW2WFCkgK-*/PhoneCall.mp3

TV ads

This site is dedicated to funeral home advertising. You can see some funeral home TV ad examples that might spark a theme for you to modify for your station and website.

<http://www.adfinity.net>

This agency has some excellent ideas and consumer packages geared toward the funeral industry that would be worth considering.

<http://www.mkjmarketing.com>

47 Funeral Home Commercials

<https://www.youtube.com/watch?v=8PAJTtDANqo&list=PLEE0E6F83D527B4AB>

So you can know how the industry thinks, here is an article that promotes funeral homes to think through their (digital) marketing plan. How can your station and website be their answer to get their story out to the public, local clergy etc.

36 Ideas to Breathe Life into Your Funeral Home's Marketing

<http://blog.funeralone.com/grow-your-business/funeral-marketing/fresh-funeral-marketing-ideas/>

All the best as you build your story ... innovation is your competitive advantage over all other options they can consider!

Your clients want to avoid this kind of publicity:

<https://www.youtube.com/watch?v=LC46iDjmY0Q>