

# FUNERAL BOOTCAMP

Sept. 9, 10 & 11, 2013  
Cleveland, Ohio



**WARNING!**

THIS IS NOT YOUR TYPICAL FUNERAL  
TECHNOLOGY CONFERENCE

**JOIN HEPP AT THIS ONE-OF-A-KIND  
FUNERAL TECHNOLOGY EVENT!**

APPROVED

**APFSP**

19.5HRS



"Rob's done an excellent job of not only telling about very technical details but providing overview, how it can fit into your entire marketing plan. We're learning why you do things, how to measure them, and how it's going to benefit your company, which I think has been exceptional for me. Not only has he given us very specifics, but he's allowed your mind to wander and to figure out how it fits into your organization. It's been incredibly helpful"

- Anne Geib, Geib Funeral Homes, New Philadelphia, Ohio



For Complete Details and Registration, please visit:  
**[www.FuneralBootcamp.com](http://www.FuneralBootcamp.com)**

**Funeral Futurist**  
**BOOTCAMP**



# Supercharging Your Website

Today, funeral directors are getting hounded by Yellow Page reps wanting to sell you online advertising space, getting an inbox full of SEO experts telling you that they can get you to the top of Google meanwhile you can't find them anywhere in Google, and getting cold called by Local Marketing or Social Media consultants telling you that the only way to stay in business is to do business with them even though they haven't been in business for more than two years!

The challenge for funeral directors is that they don't know if these new marketing channels work, they wonder if it is just full of hype and many of them feel that they could probably do some of the work themselves but don't know where to start.

## LET ME INTRODUCE YOU TO MY FUNERAL BOOTCAMP

**THIS IS A 3-DAY LIVE EVENT, SEPTEMBER 9 - 11, 2013 AT THE RESIDENCE INN CLEVELAND DOWNTOWN. AT THIS EVENT I AM GOING TO REVEAL TO YOU MY ENTIRE ONLINE MARKETING PLAYBOOK FOR FUNERAL HOMES**



**WARNING:** This isn't your typical Funeral Technology Conference!



## AFTER ATTENDING THIS LIVE, 3-DAY EVENT, YOU WILL...

- ★ Be able to increase the volume of traffic to your funeral home website without any additional expense
- ★ Learn how to use the free tools that Google has available to give you greater insights into your web presence
- ★ Discover how to maximize the engagement of your tribute videos which will also drive more traffic to your website and give you an unfair advantage on YouTube
- ★ Learn about the ins and outs of e-commerce stores for funeral homes including selling flowers, cremation jewelry, and even Cremation packages
- ★ Be able to implement a social media strategy for your funeral home that gets the maximum results with the minimum amount of effort
- ★ Discover what are the most relevant factors for ranking high in Google with the latest best practices of search engine optimization [SEO]
- ★ Learn the basics about advertising your funeral home online with Google AdWords, banner ads and remarketing, plus how to effectively track your online advertising
- ★ Start to fortify your funeral home's online reputation so that you can foster more positive reviews and be prepared if you get any negative ones

**"Plus you will learn about some advanced strategies such as mobile responsive websites, how to put pricing on your website, creating landing pages for higher engagement of your prospects, and even for the 'most advanced,' funeral home radio"**

### Attendees will also receive...

- ★ Funeral Futurist Online Marketing Playbook (written specifically for funeral homes on how to leverage the Internet to your advantage)
- ★ Funeral Futurist Worksheets (to ensure that you and your staff follow all of the necessary steps to take full advantage of these strategies)
- ★ Funeral Futurist Checklists (to review any of your online marketing and promotional efforts and make sure that you're not missing any important "call-winning" elements)
- ★ Funeral Futurist Turnkey Online Review Generator System (to showcase positive comments from your client families)
- ★ Funeral Futurist Social Media Formula (to make sure that your social media activities are as effective as possible with the minimum effort invested)

# & Web Presence Workshop

## PROGRAM OUTLINE

### ★ Double Your Funeral Home Website Traffic

Timeline of the Online Obituary  
3 Step Obituary Promotion  
Is Your Obit Viral Ready  
The Power of RSS for Obits  
How to Make Your Obit Google Friendly

### ★ Making Use of Google's Essential Tools

Google Tool Overview  
Google Analytics  
Webmaster Tools  
Google Tracking URLs  
Google Virtual Tours

### ★ Maximum Engagement for Video Tributes

The Video Tribute System  
The Importance of Royalty Free Music  
Using YouTube without Looking Too Promotional  
Using Memorial Folders and QR Codes to Increase Views

### ★ Open For Business: Ins and Outs of Ecommerce Stores for Funeral Homes

What items can a funeral home sell in an online store  
What are the components of an online store  
What options are available to you  
Selling funeral & cremation services online

### ★ Do's and Don'ts of Automation of Social Media for Funeral Homes

Initial set up of Social Media automation  
Creating a system for your Social Media activities  
What tasks are better to be done manually  
Review of tools that I use: Feedblitz & Hootsuite

### ★ Supercharging Your Website's SEO

Best Practices for Titles & Descriptions  
The importance of site speed for Google rankings  
Metrics to look for in Google Analytics  
Tools to use for checking out your competitors

*Seminar's been tremendous. What I expected I think was a lot of ideas and thoughts, but what Rob is excellent at is putting it into play. So many of these seminars you go to it seems like everyone's got these great ideas, but then they leave you to go home and your head is so filled with these ideas and excitement but you don't know how to get started. Rob does an excellent job at putting everything so simple. Just like the name of the seminar. It's a blueprint. All we have to do is go back and execute. incredibly helpful"*

- Ross DeJohn III, DeJohn Funeral Homes,  
Willoughby Hills, Ohio



## PROGRAM OUTLINE CONTINUED..

### ★ Getting Started With Online Advertising

Google AdWords (Search Network) 101  
The Benefit of Google Remarketing (Display Network)  
Banner Ads on other websites  
Tracking the effectiveness of your Online Advertising

### ★ Fortifying Your Funeral Home's Online Reputation

What to do if you get a negative online review  
How to foster positive reviews  
Bolster Social Media profiles to build a stronger base  
4 press releases per year strategy

### ★ Advanced Online Strategies for the Savvy

Mobile Responsive vs Mobile Versions  
How to put pricing on your website  
Creating landing pages for higher engagement of prospects  
Funeral Home Radio - Exponential Community Engagement

### ★ Round Table Discussions, Tips from the Field & Q & A Sessions

Each day will end with the opportunity for attendees to put some of these strategies into action (WiFi provided)  
Attendees can also share their successes on the various topics  
Q & A period to ensure that no questions go unanswered

Register today at [www.FuneralBootcamp.com](http://www.FuneralBootcamp.com)

## WORKSHOP AGENDA

### MONDAY, SEPTEMBER 9, 2013: DAY 1

- 9:00 – 10:15: Double Your Funeral Home Website Traffic
- 10:15 – 10:30: Break (included)
- 10:30 – 12:00: Making Use of Google's Essential Tools
- 12:00 – 1:00: Lunch (included)
- 1:00 – 2:30: Maximum Engagement for Video Tributes
- 2:30 – 2:45: Refreshments / Break (included)
- 2:45 – 4:00: Round Table Discussions & Tips From The Field
- 4:00 – 5:00: Q & A Session

### TUESDAY, SEPTEMBER 10, 2013: DAY 2

- 9:00 – 10:15: Open For Business: Ins and Outs of Ecommerce Stores for Funeral Homes
- 10:15 – 10:30: Break (included)
- 10:30 – 12:00: Do's and Don'ts of Automation of Social Media for Funeral Homes
- 12:00 – 1:00: Lunch (included)
- 1:00 – 2:30: Supercharging Your Website's SEO
- 2:30 – 2:45: Refreshments / Break (included)
- 2:45 – 4:00: Round Table Discussions & Tips From The Field
- 4:00 – 5:00: Q & A Session

### WEDNESDAY, SEPTEMBER 11, 2013: DAY 3

- 9:00 – 10:15: Getting Started With Online Advertising
- 10:15 – 10:30: Break (included)
- 10:30 – 12:00: Fortifying Your Funeral Home's Online Reputation
- 12:00 – 1:00: Lunch (included)
- 1:00 – 2:30: Advanced Online Strategies for the Savvy
- 2:30 – 2:45: Refreshments / Break (included)
- 2:45 – 4:00: Round Table Discussions & Tips From The Field
- 4:00 – 5:00: Q & A Session



## About Funeral Futurist, Robin Heppell

Through his consulting firm, FuneralFuturist.com in Victoria, British Columbia, he assists funeral directors and cemeterians throughout North America embrace and incorporate innovative strategies and technologies.

This "Funeral Futurist" has over 25 years experience in a highly competitive, high cremation (90%) market. He is a fourth generation funeral director and a Certified Celebrant. Heppell is a former faculty member of the Canadian College of Funeral Service, a contributor to Mortuary Management and the Canadian Funeral News, and his own websites include FuneralGurus.com and FuneralFuturist.com.

To date, Heppell has presented at over 40 funeral industry conferences and conventions, personally hosted over 100 webinars. Also, he regularly consults for PhDs of the University of Victoria's Faculty of Business about integrating offline and online marketing and regularly sits as the marketing panelist for BComm and MBA final presentations.



I want to remove any risk on your part by offering you my 100%, no-questions asked, still-friends,

**MONEY-BACK GUARANTEE!**

If, after attending the conference, you don't take home strategies or ideas that you can implement immediately, or if you're not satisfied for any reason, I'll refund your entire registration fee.

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FUNERAL TECHNOLOGY EVENT!**

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Cleveland, Ohio



Yes! I want to lock in my spot to attend the 1<sup>st</sup> annual  
**Funeral Bootcamp** workshop in Sept., 2013 in Cleveland, Ohio.

## FOUR EASY WAYS TO REGISTER:

1. Register Online: [FuneralBootcamp.com](http://FuneralBootcamp.com)
2. Fax registration to 250-483-5455
3. Call Robin Heppell at 800-810-3595 / 250-744-3595
4. Scan and email form to [robin@funeralfuturist.com](mailto:robin@funeralfuturist.com)

## DELEGATE INFORMATION:

Name: \_\_\_\_\_  
Title / Position: \_\_\_\_\_ Firm: \_\_\_\_\_  
2<sup>nd</sup> Attendee from firm: \_\_\_\_\_ Title / Position: \_\_\_\_\_  
Billing Address: \_\_\_\_\_  
City: \_\_\_\_\_ State / Prov.: \_\_\_\_\_ Postal Code: \_\_\_\_\_  
Title: \_\_\_\_\_ Company: \_\_\_\_\_  
Phone ( ) \_\_\_\_\_ Fax ( ) \_\_\_\_\_  
Email address: \_\_\_\_\_ Web Address: \_\_\_\_\_

## REGISTRATION:

I (we) would like to attend the Funeral Bootcamp Workshop in Cleveland, OH in September, 2013.

☐ 1 (one) Attendee for 3 DAY EVENT: Funeral Bootcamp Workshop: **\$899**

☐ 2 (two) Attendees for 2 DAY EVENT: Funeral Bootcamp Workshop: **\$1,348** (Save \$450)

Note: the 2 attendees can be from separate firms - so encourage your peers to attend with you.

Register before Friday, August 23, 2013 and receive an additional \$150 off 1st attendee or \$ 224 in total off two  
1 Attendee: \$749 or 2 Attendees: \$1,124 - *Registration must be received by August 23, 2013 to receive discount*

## PAYMENT:

☐ CHECK (Please make payable to Funeral Futurist)



(PayPal email)

Name on credit card: \_\_\_\_\_  
Credit Card No.: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ Security Code (3 digits): \_\_\_\_\_  
Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**TO FAX FORM TO (250) 483-5455**

**NOTE:** Cancellations & Substitutions: Substitutes for staff are welcome at anytime. A 50% cancellation fee applies provided we receive written notice by September 1, 2013. After that date, no cancellations will be accepted. If you cannot attend, registration can be applied to a future conference.

All fees are in US funds.