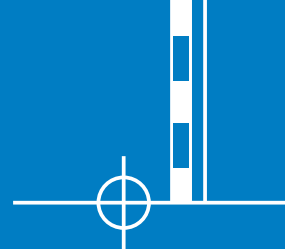


DRAFTING UP INNOVATIVE MARKETING STRATEGIES



INSIDE:

NEW

*Importance of a
Funeral Director
brochure*

FOCUS on
PET SERVICES

USING
NEWSLETTERS
TO REACH
FAMILIES

ENDLESS
IDEAS

adfinity

CATALOG
october 2013



TABLE OF CONTENTS

	Page
NEW Importance of a Funeral Director Brochure.....	3
Pet Services Advertising.....	4
Newsletters.....	6
Retainer Program	7
Marketing Tip	Back Cover

DISCLAIMER: THIS CATALOG CONTAINS COPYRIGHTED MATERIAL. UNAUTHORIZED USE OF ANY PART THEREOF VIOLATES FEDERAL LAW.

POINT-OF-PURCHASE SIGNAGE

Whether it is signage for your selection room or banners for your parking lot, adfinity can help extend your branding with custom point-of-purchase displays. Contact us for a consultation and quote!



adfinity's vision statement:

1. Do fabulous work and be known around the world for our innovativeness.
2. Attract exciting people—more than a few of whom are a little offbeat.
3. Raise hell, constantly question “the way things are done around here” and never, ever rest on our laurels. (Today’s laurels are tomorrow’s compost.)
4. Make sure that those who leave us, voluntarily or involuntarily, can testify to having learned a lot, having had a special experience and having made fast friends while they were here. (Ye shall be known by your alumni.)
5. Have a collegial, supportive, zany, laughter-filled environment where people support one another and politics are as absent as they can be in a human (i.e., imperfect) enterprise.
6. Insure that no question or innuendo ever arises about our ethics.
7. Dot the “i’s,” cross the “t’s,” answer the phones promptly, send out errorless invoices and, in general, never forget that God is in the details.
8. Work with exciting clients (and other partners) who turn us on and stretch us, from whom we can learn and with whom we enjoy associating. (And who pay their bills on time, too). Fire dud customers.
9. Take in substantially more money than we spend. (Where spending includes above average compensation and a very high level of investment in the future.)
10. Grow via creative, high-quality services and the acquisition of terrific clients—not via growth for growth’s sake.

A day in the life of a funeral director can include hundreds of tasks, small and large. Unfortunately, most go unnoticed by the families you serve. Our new brochure, *The Importance of a Funeral Director*, explains what a funeral director does and why it is important to have someone outside of the family managing all of the events involved with a funeral or cremation service.

BROCHURES

Importance of a Funeral Director Trifold Brochure

#091304

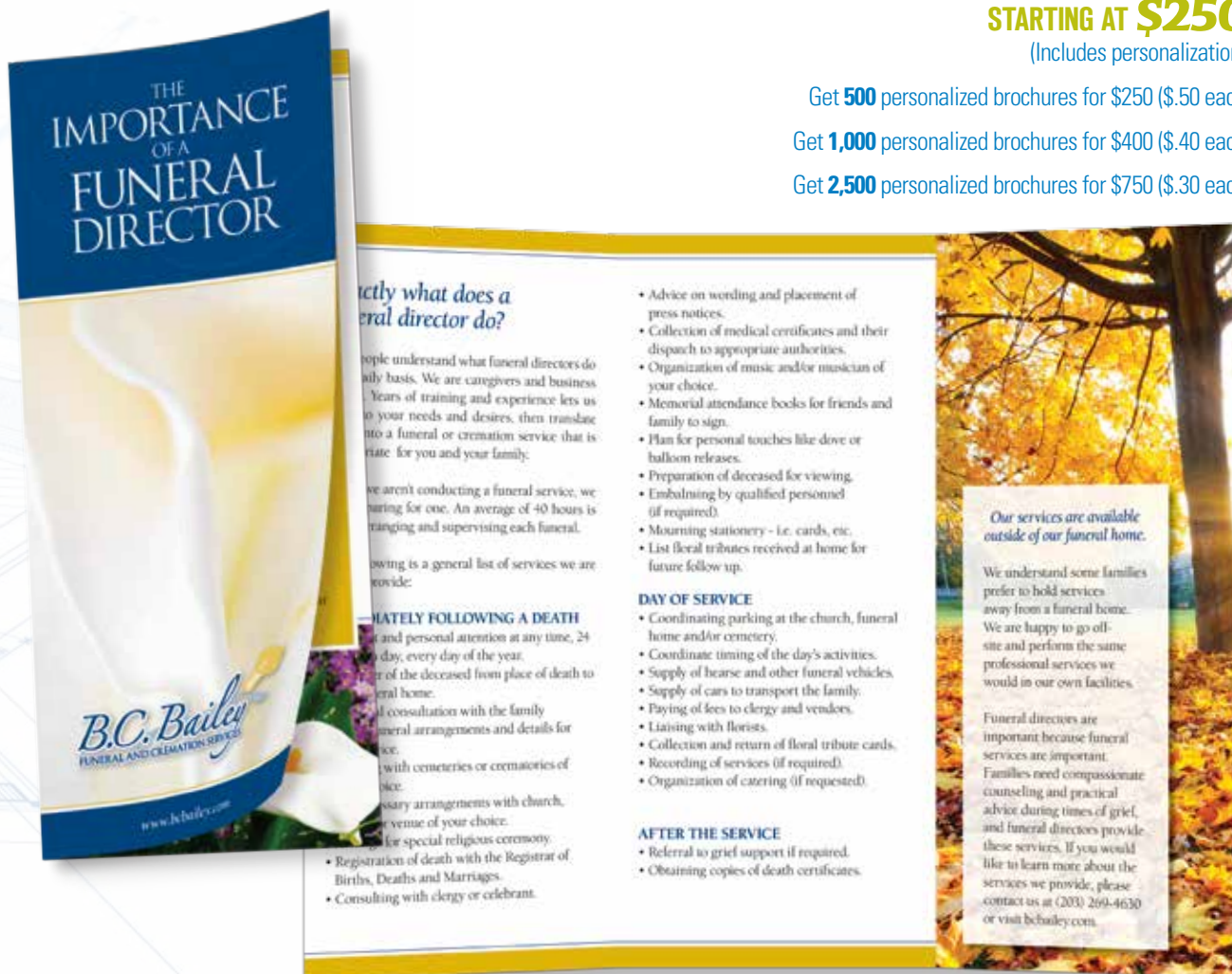
STARTING AT \$250

(Includes personalization.)

Get **500** personalized brochures for \$250 (\$.50 each)

Get **1,000** personalized brochures for \$400 (\$.40 each)

Get **2,500** personalized brochures for \$750 (\$.30 each)



adfunity.net

CALL TOLL-FREE 9:00 AM - 5:00 PM EST or visit our website any time.

NEWSPAPER ADVERTISING

Newspaper advertising promises thousands of readers and caters to the local audience you want to reach. Newspaper also helps drive readers to your website, so even a small ad can be effective.

AD LICENSING FEE \$100

(Includes personalization.)

Did you know all adfinity newspaper **ADS** come with **FREE** personalization and sizing?

Did you know all of adfinity's newspaper **ADS** are available in **COLOR** and **BLACK & WHITE**?



"He wasn't just a pet..."

As pet lovers ourselves, we understand the pain that comes from the loss of a dog or cat. That's why we offer a full range of pet funeral and cremation services to families in our area. If you've experienced a loss, call us and we will handle all of the arrangements so you don't have to.

CLEVELAND Cremation
15784 Pearl Rd • Strongsville
(440) 238-1200
ClevelandCremation.com
Crystal Jardine, LFD

#091301



**"SNICKERS
was a true
member of the
FAMILY..."**

Many people think of their dog as another one of their babies. That's why we offer a full range of pet funeral and cremation services to local families. We can arrange a simple cremation or a full memorial service - whatever you feel would be a fitting goodbye to your beloved pet.

CLEVELAND Cremation
15784 Pearl Rd • Strongsville
(440) 238-1200
ClevelandCremation.com
Crystal Jardine, LFD

#091302

UNCONDITIONAL *Love* NEVER ENDS.

They were always there for you with wagging tails, purrs or squeaks of affection - regardless of your mood. That's truly unconditional love.

We understand how difficult losing a pet can be. That's why we offer pet funeral, cremation and memorial services so you and your family can lovingly honor your faithful companion.

Frank Kapr FUNERAL HOME, INC.
417 Pittsburgh Street
Scottsdale
(724) 887-6110
kapr.com



#091303

Our complete newspaper ad library can be found at **adfinity.net**

All of our newspaper ads can be made into postcards, direct mailers, billboards and more!

If you offer pet cremation or funeral services, some of your most valuable contacts will be your local veterinarians. Use our new brochure, *Helping Your Families During Their Time Of Need*, to showcase the services you can offer vets and their pet families.

BROCHURES

Pet Services Trifold Brochure
#091305

STARTING AT \$250

(Includes personalization.)

Get **500** personalized brochures for \$250 (\$.50 each)

Get **1,000** personalized brochures for \$400 (\$.40 each)

Get **2,500** personalized brochures for \$750 (\$.30 each)



adfinity.net

PRINT NEWSLETTERS

Design from **\$1,750**

Includes custom copywriting and design of a four-page newsletter. Printing, mail list, mailing services and postage additional - call for quote.

Get **1,000** printed for \$425 (\$.43 each)*

Get **2,500** printed for \$550 (\$.22 each)*

Get **5,000** printed for \$800 (\$.16 each)*

*Pricing for 11 x 17 newsletter.



is different type of protection

from the sun. Preparing your funeral can offer

in advance, you are able to:

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Direct mail works. Put all of your funeral home's marketing messages into a print newsletter. adfinity can write custom or general content on topics ranging from cremation to preplanning to personalization. We can also help you with mailing lists and distribution. Contact us today to get started!



E-NEWSLETTERS

According to MarketingSherpa, 58 percent of adult Americans check email first thing in the morning. Don't miss your opportunity to get in their inboxes. adfinity can help you design, edit and distribute your email newsletter on a monthly or quarterly basis.

Call Stephanie at 1-877-251-1222 x 9 or email stephanie@adfinity.net for a quote today!

1-877-251-1222

CALL TOLL-FREE 9:00 AM - 5:00 PM EST or visit our website any time.

A Great Marketing Campaign Starts With A STRATEGIC MARKETING PLAN

RETAINER PROGRAM

MARKETING STRATEGIES

OVERVIEW

1. Use direct mail to reach specific neighborhoods. Select target areas such as retirement communities or newly developed areas and reach out to them in their homes using direct mail.
2. Build a complete campaign to promote Celebrant services. As this is a key differentiating point, develop marketing materials that convey the Celebrant experience.
3. Develop marketing materials for caregivers/key influencers. Create a program targeted to caregivers and key influencers in order to build relationships.
4. Follow up with phone shoppers. Develop a program to follow up with those who call for pricing or other information.

Evergreen Washelli:

5. Promote awareness of Evergreen Washelli together to build awareness. Although they are not on the same property, they have overlapping markets.
6. Use Facebook and other social media to promote events. This could reach a different audience and familiarize others with the property and all of its amenities.

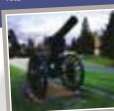
2013
Strategies

prepared and presented by
adfinity

evergreen
WASHELLI
SEATTLE BRICK CEMETERY

"every life has a story"
Seattle 11th Avenue Ave N 206.362.5200
Burien 3601 Alaska Rd 425.483.0655
Bothell 18224 180th Ave NE 425.486.1281
washelli.com

MEDALS OF HONOR TOUR
A Guided Tour Of The
Veterans Memorial Cemetery



Happy
Mother's Day

FLAG DAY
JUNE 14TH, 2013

WE WILL ACCEPT
FLAGS FOR RETIREMENT
ON FLAG DAY.

"The flag that I donated to the Veterans Cemetery was more than twenty years old. That American flag was presented to me twenty years before that memory of a fallen brother. I carefully mailed the flag to the cemetery with the idea in mind, and every year I've watched each one come to rest. I passed that flag to you through that picture of a brother holding my hand and smile thinking my brother's flag is waving back."
—Doug Deitz,
Past President, Veterans Memorial Cemetery Board

YOU MAY DONATE BY:
• Hanging a flag for retirement
• Donating any dollar amount towards the purchase of a new flag
• Donating \$50 for a new flag in memory of a loved one
Please contact Brenda Spitzer at 206.362.5200
We are in Road of 92 x 912
Flags for The Avenue of Colors

MEMORIAL DAY
MONDAY • MAY 27, 2013
11th Avenue Avenue North
\$5 SUGGESTED DONATION
CALL (206) 362-5200
or visit our website at washelli.com

Following the Memorial Day Commemorative Services, we invite you to attend a special tour of the Veterans Memorial Cemetery and learn about the remarkable lives of the brave and fallen members of our nation.
Our guide this year will be Doug Deitz, son of the Medal of Honor recipient, Captain Doug Deitz. He is a nationally recognized speaker and author of the book "The Flag is Waving Back".

MEMORIAL DAY PRESENTED BY
evergreen WASHELLI
SEATTLE BRICK CEMETERY

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SUMMER HISTORICAL CEMETERY TOUR
ADMISSION TICKET
evergreen WASHELLI
206.362.5200
washelli.com

simple cremation
life celebrations



simple choices

Many families want to keep their decisions as simple as possible. To help you get started, here are some of the combinations that families choose most often to honor and celebrate the lives of their loved ones.

evergreen
WASHELLI
SEATTLE BRICK CEMETERY

\$1,250 per month*

*12-month minimum commitment. Billable expenses such as media placement, printing and postage are additional.

Please join us
**Osuary Dedication
& Open House**

Wednesday, April 29, 2009
3:00 to 5:00 PM
The ceremony will take place at 4:00 PM and will feature a local community leader's Abbey View Washelli Park & Cemetery 3601 Alaska Road • Burien
RSVP: Please register your wish to attend (guests welcome) 425.483.0655. For questions, call Doug at 425.486.1281



evergreen
WASHELLI
SEATTLE BRICK CEMETERY

"every life has a story"

Seattle 11th Avenue Ave N 206.362.5200
Burien 3601 Alaska Rd 425.483.0655
Bothell 18224 180th Ave NE 425.486.1281
washelli.com

Looking for a comprehensive marketing plan and all the advertising tools needed to implement it? Then you might be a perfect fit for our retainer program. For \$1,250/month, adfinity will create a Strategic Marketing Plan specifically for your situation and goals and provide you with unlimited access to our library of ready-to-use advertising materials PLUS design and copywriting of custom projects as needed. You also get a dedicated project manager who will work with you and our designers, copywriters and media buyers to ensure your campaign stays on schedule, on brand message and on budget. Call Doug at 1-877-251-1222 x 1 or email doug@adfinity.net today!

adfinity.net

CALL TOLL-FREE 9:00 AM - 5:00 PM EST or visit our website any time.

14633 Canopy Drive
Tampa, FL 33626

MARKETING TIP

Your website page titles are crucial to your online success. If your page titles only display your funeral home name, you are missing out on free advertising. At a minimum, make sure your city name and 'funeral home' and 'cremation' (if appropriate) are in the titles. Then, you can add neighboring town names and your other products and services.



Stephanie Jones
adfinity project manager

adfinity.net

Browse our website for the latest in advertising and marketing. We have all of the tools you'll need to successfully promote your funeral home!

- Newspaper ads
- Television ads
- Radio spots
- Media buying
- Logos
- Transit ads
- Email newsletters
- Product brochures
- General Price Lists
- Program ads