FUNERAL SERVICES CASE STUDY

MAILER:

Funeral Services, Inc.

OBJECTIVE:

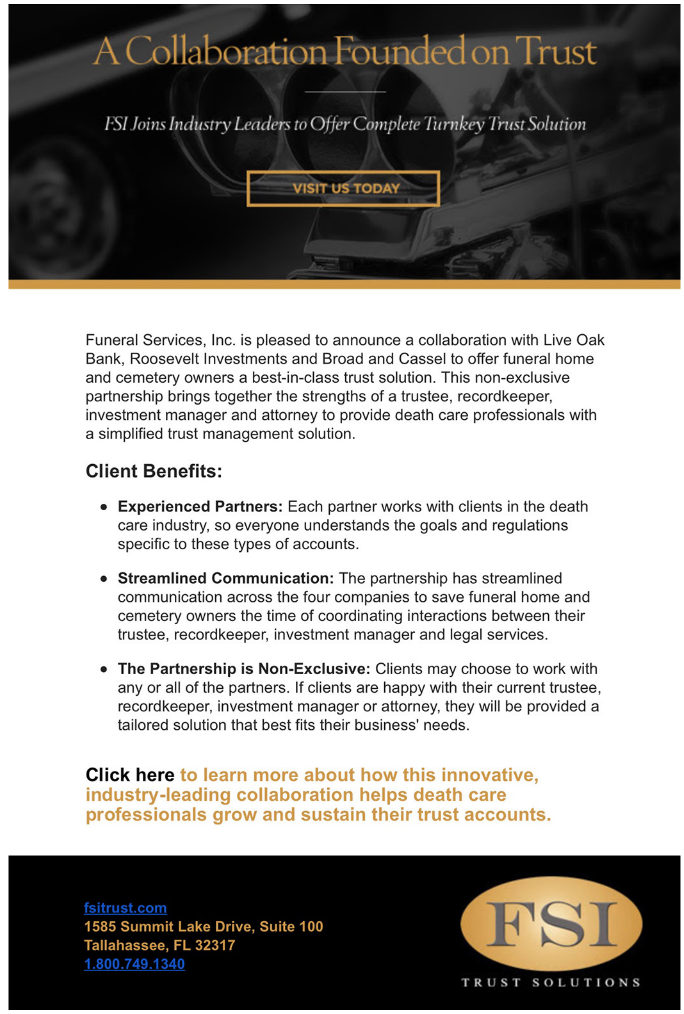
Funeral Services, Inc. faced the challenge of introducing its new turnkey trust solution to funeral service professionals and securing partnerships for the trust.

SOLUTION:

eTargetMedia implemented a targeted email marketing campaign segmenting prospects from the B2B Professional Masterfile and skewed Owners, Managers and Directors of Funeral Homes and Cemeteries. The campaign target group reached death care professionals who either own, manage or are directors of funeral homes, cemeteries, funeral services and other death care companies. The offer was designed to promote the benefits of becoming a partner in the best-in-class funeral trust solution including experienced partnerships, streamlined communications to save funeral home and cemetery owners time and non-exclusive partnership benefits. The creative also had a strong call to action to motivate the target group to go to the Funeral Services, Inc. website to learn more about the program.

OUTCOME:

The Funeral Services Inc. campaign was successful in introducing the trust solution to owners, managers and directors of funeral homes and cemeteries. The campaign delivered very high open and click through rates and the client stated that inquiries for the new trust service had increased as a result of the campaign.



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