

SETHEMBE FUNERAL SERVICE

- **EVENT MARKETING**
- **MARKETING STRATEGY**
- **GRAPHIC DESIGN**





CONTENTS

- PREPARATIONS FOR THE LAUNCH
- EVENT MARKETING
- EVENT MARKETING BUDGET
- QUOTATION
- MARKETING STRATEGY
(MARKETING PACKAGE)
- HOW TO GROW A FUNERAL SERVICE BUSINESS
- MARKETING
- MARKETING STRATEGY
- GRAPHIC DESIGN-
(WEBSITE CREATION, DESIGN & DEVELOPMENT)
- WEBSITE BUDGET
- THE OUTCLOUD WAY
- CONCLUSION
- BUSINESS INFORMATION

SETHEMBE FUNERAL SERVICE

PREPARETIONS FOR THE LAUNCH

- SOCIAL MEDIA**

Brand Design and Branding

Online marketing (Marketing packages) and marketing management

- GRAPHIC DESIGNING**

Website

Banners

Logo

Business card

Flyer

Table clothes

Branded items (Shirts, Masks, Cups, Pens, Lanyards & access cards holders)

Tear drop Flag

Gazebo

EVENT MARKETING

Event marketing is the experiential marketing of a brand, service, or product through memorable experiences or promotional events. It typically involves direct interaction with a brand's representatives.

EVENT MARKETING STRATEGIES:

The week before the event it is important that the event marketing management team visits the location in which the event is going to take place, so the event awareness can take place. This is the time we use to visit non-competing firms and make them aware of the event that will be taking place and we also invite them to the event.

Social media, getting on social media early is important to creating momentum for your event promotion, building a community, and spreading the mission. At this point, Facebook is the best social media platform to start off on. We need to make sure that the Facebook the social media platform is set up, create a page and set up an event, and promote the event in the location where the event is going to take place.

Video creation, using video to market the event will benefit the spreading of the message of the upcoming event and this allows many potential leads to engage in the content.

Paid promotion, whether it's paid social media advertising, Google AdWords, or retargeting, now's the time to put cash behind your campaign if you're going to do it at all.

Use a cameraman to collect and capture content for uses when marketing on social media platforms and other marketing platforms.

Email marketing, email marketing is a digital marketing strategy based on collecting & sending emails and developing relationships with prospects and customers. We need to then Offer value, create a sequence of emails that we will be sending out to all the collected emails that have been collected.

Event press release, gaining press coverage can help to amplify your event beyond your own network and can increase the chances of reaching more audience and the number of people attending the event.

As we carry out we need to use promoters that will be operating at the site where the event is going to be, music is going to be played at the event this is to also attract many people as they pass through by the event. The use of brand collateral and other branded material also helps us catch the attention of people and it will attract them to the event.

We also need to involve team building activities & small meetings, this will allow us to engage and interact with our attendance. And we will use this chance to educate people about the funeral cover and why people must choose Sethembe Funeral Service.

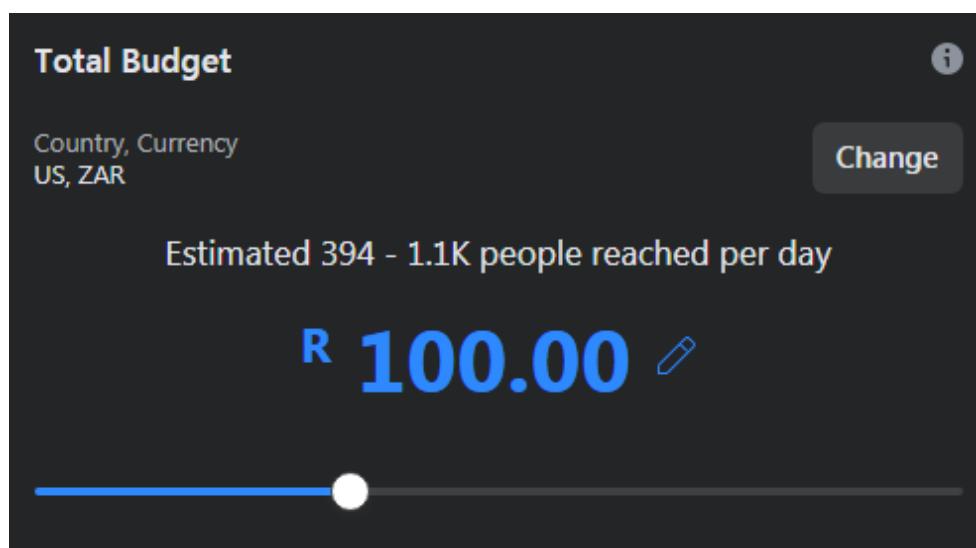
Covid 19 awareness, it's good that as we carry out this event we also follow all the regulations of Covid 19 safety procedures. And this will also, mean us having all the necessary equipment and also have Covid 19 awareness posters around the event.

EVENT MARKETING BUDGET

SOCIAL MEDIA

Facebook ad campaign.....R 1350.00

Estimated people reached per day with a budget of R100/per day



GRAPHIC DESIGN

Logo design.....	R380.00
Business card design.....	R280.00
Flyer design.....	R350.00
Banner design.....	R450.00
Poster design.....	R350.00

(All of this is covered when the client agrees to sign a marketing package with an increased marketing budget)

Pull – up Banners x2.....	
Table clothes.....	
Wall Banner.....	
Shirts (embroidered).....	
Shirts (screen printing).....	
Teardrop Flag.....	
Masks.....	
Cups (Branded).....	
Pens (Branded).....	
Lanyards & access cards.....	
Gazebo.....	
Flyer printing.....	Qty 750 for R530
Shirts design and embroidery.....	

Quotation



STAIN DIGITAL & IMAGING

135 Pritchard Street, Cnr
Nugget Street
Johannesburg.

Estimate

Date	Estimate #
21-Jan-2021	65

011 333 8791

Whatsapp: 073 557 8697

pritchard@staindigital.com

Name / Address
Outcloud Marketing 061 243 8804

Account No.

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Description	Qty	Rate	Total
Banner Wall 2.25m x 2.25m	1	3,000.00	3,000.00
Roll up Banner	1	1,000.00	1,000.00
Roll up Banner	1	750.00	750.00
Embroidery on Shirts	9	35.00	315.00
Screen printing	50	20.00	1,000.00
Gazebo 2m x 2m	1	4,200.00	4,200.00
Tear Drop 2m	1	850.00	850.00
Telescopic Flag 2m	1	850.00	850.00
Pens Supply and Print	50	20.00	1,000.00
Mugs Supply and Print	50	0.00	0.00
Lanyards and access cards	150		0.00

Total			ZAR 12,965.00

MARKETING STRATEGY

(Marketing package)

Funeral service marketing is a critical component to the success of your business, so having a strong marketing strategy will support the business in having an effective marketing system. First of all, we are to cover online marketing, this would include social media marketing. Outcloud marketing agency offers a variety of marketing packages which include Baby plan, Basic plan, Standard plan, and Pro plan. In which each of our newly signed clients would start off at Baby plan and move up the ranks.

In this section of the document we will be covering the following:

Funeral service Marketing Strategies: The fundamental marketing activities you need to have in place.

Funeral service Advertising Ideas: Ways that you get your Funeral service visible in front of new clients.

Funeral service Promotional Ideas: How you can get new Funeral service clients and have existing clients spend more with you through effective Funeral service specials and promos.

Funeral service Marketing Ideas: Additional activities and tactics you can implement to grow your Funeral service business.

Marketing Ideas for the Funeral service business: Specific Funeral service ideas for the Funeral service business.

HOW TO GROW a Funeral service BUSINESS

- Get a professionally designed logo.
- Build a useful website.
- Be consistent with your branding.
- Utilize direct mail marketing.
- Make an emotional connection.
- Differentiate your services.
- Know your community.
- Advertise online.
- Start blogging.

The Death Care Industry's main intentions are to help in the celebration of a life well-lived by the deceased, provide consolation and hope to friends and relatives through services in the chapels. In addition, it will ensure better customer service to take on board the families as part of the organizational culture.

MARKETING

Marketing is the study and management of exchange relationships. It is the business process of creating relationships with and satisfying customers through value exchange. Because marketing is used to attract customers, it is one of the primary components of business management and commerce.

MARKETING STRATEGY

Get Your Funeral service business Visible on the Search Result Page

When you have your details added to Google My Business you enable google to show you in the map result that is visible at the top of Search results. As you can see in the example when I search for “funeral service near me” in South Africa, there's more information visible such as opening hours, contact details, and Website.

Create or Refresh Your Funeral service business Website

A business website generally serves as a space to provide general information about your company or a direct platform for e-commerce. A website can be used to accomplish many different marketing strategies to help your business grow. Having a website and online presence strategy allows you to market your business online. A website is also important because it helps to establish credibility as a business.

Ensure Consistent Funeral service business Branding

Maintaining consistency is important because it gives a boost to the value of a company and strengthens its reputation. When a brand has unity it gives consumers a feeling of trust. People like things that are familiar to them.

Hire a Funeral service business Influencer

Influencers have built relationships, trust, and credibility with their fans. People respect their content and recommendations. By sharing an influencer's content, you'll soon gain their attention and they'll begin sharing yours, putting your message in front of an actively engaged audience.

Run a Funeral service business SMS Campaign

An SMS campaign is a form of marketing that allows you to interact with your customers via text. It's similar to an email campaign but is faster and easier to create since it requires no creativity other than an initial campaign to get your customers' numbers and your 160 character message.

Ask Your Funeral service business Clients to Leave Reviews

Be genuine and don't force it. Make it as easy as possible for the customer to leave a review (including using short, easy-to-remember links for printed materials). Remember that customers are willing to leave reviews. Respond to reviews, good and bad!

Build Your Funeral service business, Business Plan

A business plan is a comprehensive roadmap for your small business' growth and development. It communicates who you are, what you plan to do, and how you plan to do it.

Geo-targeted Ads

Whether we utilize Facebook or Ad Words, geo-targeted ads should be our best friend. We don't want to be fielding appointment requests from a client in Cape Town when the studio is in Gauteng!

Mobile Ads

Like geo-targeting, mobile ads can be hugely beneficial—especially with Ad Words' new bidding feature that allows users to bid differently on desktop and mobile.

Collect Email Addresses

A simple and powerful marketing tactic, getting an email the address is like getting keys to the kingdom—we will use them for appointment reminders, newsletter updates, referral bonuses, and remarketing lists on Facebook.

Carry Business Cards

Funeral service business Marketing 101: be your own greatest advertisement. It is the perfect opportunity to say, “Thank you! Hand out our business card and take contact information.

Partner with non-competing firms

Another strategy is to partner with a non-competing company to offer your services as an extension of their business. Find non-competing companies and pitch your services to them to form a partnership.

Online Directories

Signing up with online funeral home directories is a smart idea to get your business listed and noticed when people look for such services via search engines. In your listing, provide a link to your website so visitors can get more information about the types of funeral services you offer and read about the options you provide. Most of the directories are searchable via zip code or city and state. If you have competitors in your area, find out what it takes to get your listing posted at the top of the results so it gets more attention.

GRAPHIC DESIGN-

(Website creation, design & development)

Below is a quick checklist of what you will need to answer before you can get the most accurate quote possible.

- What is your reasonable deadline?
- Is your deadline a hard stop or can it be extended if needed?
- What is your budget for the website to be designed?
- How many pages will you need to be designed and what functions do they need to have within them? • Do you need any animation done? If so, what exactly is needed?
- Do you have your own domain and web hosting set up already?
- Do you need content generation for your website?

Website Budget

- Basic “3-5 pages”... R1500.00-R1900.00 Maintenance... R125.00 per month

If Domain is not present:

- Depending on the domain suffix
- .co.za – R80 p/y
- .com – R100 p/y
- .org – R180 p/y
- .net – R220 p/y

if Web Hosting is not present:

- R90.00 p/m

THE OUTCLOUD WAY

We encourage that you increase your marketing budget because increasing the marketing budget will allow one to cover a lot of marketing ground. The trick is in generating leads and with getting so much traffic coming your way, we can then convert our leads to potential clients then are able to generate sales.

Having a good marketing budget will enable the business's marketing is more effective and we able to measure the progress.

Digital marketing brings a steady flow of targeted traffic of people who convert into leads and sales. Digital marketing helps your business make use of techniques and strategy that will not only attract more traffic to your business but quality traffic which will engage and convert more.

CONCLUSION

We at Outcloud Marketing are offering to the market and provide a whole marketing solution to our clients. We are not all about only bringing any kind of leads but we are about connecting our clients to the right people, people who are in need of that specific service or product. Since we at Outcloud Marketing is about promoting brands using digital tools, Outcloud Marketing will be using digital tools like:

Website, Facebook, Instagram, YouTube, Gmail, WhatsApp, LinkedIn.

We are inviting you to work with us and let's put your business on a whole new level and I can guarantee you that you come to work with us will be one of the best decisions you have made for your business.



BUSINESS INFORMATION



BUSINESS NAME..... Outcloud Marketing
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