



# INFORMATION KIT

## Funeral Directors



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# About **eziFunerals**

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eziFunerals is Australia's largest online funeral planning service and most trusted Funeral Directory.

Founded by consumers frustrated by how difficult it was to compare funeral costs and get independent information, eziFunerals connects clients with funeral directors making it easier to compare funeral homes and select the right funeral director anywhere, anytime.



# eziFunerals benefits for **funeral directors**

- Less staff time in the clients home
- Connect with more clients
- Help more families
- Grow your business online
- Increase your market share
- Stand out from your competitors

## eziFunerals **fast facts**

- 147,678 deaths in 2013 and growing.
- Age of death is increasing.
- Growing trend towards personalised funerals.
- Most Australians state costs is the biggest concern when planning a funeral.
- Most Australians have never planned a funeral.
- Cost is the biggest concern for most Australians when planning a funeral.
- Most Australians prefer cremation over burial.



Source: McCrindle (2014)



# Who's Using **eziFunerals**?


**eziFunerals gives funeral clients the opportunity to organise a funeral online anywhere, anytime.**

Our research has found that the new funeral consumer wants independent and objective information, as well as the convenience and privacy the internet offers.

They prefer to seek direct funeral assistance at a later time when they are more informed and are ready to make decisions.

## eziFunerals **customers**

- Families of baby boomers
- Aged care residents and their immediate families
- Members of Insurance companies providing health, life and funeral insurance products
- Employers providing eziFunerals planning services as an employee benefit.
- Funeral homes, funeral directors and funeral service providers.



# Online **Funeral Planning Service**

Grow your business online with eziFunerals  
Online Funeral Planning service

As an independent eFuneral company we supplement the important service provided by the funeral industry. eziFunerals is dedicated to finding the right business solutions that specifically target the needs of the new funeral consumer and your business.

eziFunerals will attract new funeral customers who use the internet to:

- research funeral homes and services prior to making decisions.
- plan a personalised funeral online before they meet with a funeral director.
- view customer ratings and reviews of funeral homes.
- shop around and get quotes
- compare costs before selecting a funeral director.

## eziFunerals **products and services**

- Independent and trustworthy funeral advice
- User friendly online service
- At Need and Advanced funeral plans
- Comprehensive online funeral directory
- Funeral Director price comparisons
- Consumer ratings and reviews of funeral directors
- 24/7 online funeral planning support
- Secure access and storage of funeral plans
- Access to special offers
- Satisfaction guaranteed



# How does it **work**?



## Get started today!

Begin attracting more families to your funeral home pages in three easy steps. To set up your member listing, please complete the following:

1. Sign up on [www.eziFunerals.com.au](http://www.eziFunerals.com.au).
2. Select the right Funeral Membership package.
3. Create your member account.



# Funeral Director **Marketing**

## Market your funeral home

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Market your funeral home through eziFunerals. eziFunerals provides a number of marketing solutions for funeral homes wanting to grow their business, increase their market share, or simply strengthen their online presence and set themselves apart from their competitors. Choose to list your funeral home on our Online Funeral Directory and let us help you to help more families.

## Online Funeral Directory

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eziFunerals is the most comprehensive independent Online Funeral Directory in Australia, and the leading online destination for funeral consumers wanting to find a funeral director and research funeral services. Being featured on eziFunerals can enhance your Google and search engine presence, with funeral homes able to choose from a variety of affordable and effective membership packages.

## Products and pricing

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eziFunerals has three levels of membership packages which are advertised in our website: **Premium**, **Standard** and Basic. It is our way of customising your investment and offering you extra visibility to the customers your business needs.



# How your business Benefits as a Member?

## eziFunerals PREMIUM

## eziFunerals STANDARD

## eziFunerals BASIC

### Membership Class

Select from Premium, Standard or Basic member listing plans.  
All plans and pricing include GST.

\$99 / Month  
\$29 / Lead

\$79 / Month  
\$49 / Lead

No Monthly Fees  
\$99 / Lead

### 1. Extend your reach

A presence on the eziFunerals funeral directory search page  
gives potential customers even more ways to find you



### 2. Promote your business

Present essential information about your business

opening hours  
contact details

opening hours  
contact details

logo  
contact details

### 3. Display your brand

Eye-catching graphics and imagery give greater prominence to  
your brand



### 4. Guaranteed priority position

Your business is guaranteed a priority position above all other  
member listings



higher search  
results than  
Basic



### 5. Exclusive advertising features

Your business is displayed in the Funeral Director search pages



# How your business Benefits as a Member?

eziFunerals  
**PREMIUM**

eziFunerals  
**STANDARD**

eziFunerals  
**BASIC**

## 6. **Receive exclusive leads**

Potential customers can invite you to quote on their funeral plan



## 7. **Promote exclusive offers**

Display special offers to potential customers as an incentive to contact your business



## 8. **Showcase multiple listings**

Display multiple locations of your business for all the suburbs you service



## 9. **Engage with your customers**

Connect with customers direct using eziFunerals ratings and reviews feature



## 10. **Performance tracking**

Access to metrics reporting

monthly

real-time



## 11. **Take charge**

Update and add new content at your convenience through eziFunerals Members Online, via self service





## Additional **Products** and **Services**

eziFunerals provides a range of additional products and services that work to help you help more families.

# Banner Advertising Campaign

Banner advertising is available on many of the pages across the eziFunerals.com.au website. Please contact one of our Customer Service team members for advice on delivering your brand through banners on eziFunerals.

## Features and benefits

- Campaign is measurable.
- Draw attention to your contact details and company logo.
- Target a specific location.
- Build brand recognition for your funeral home.
- Attract more families.
- Link through to your eziFunerals listing or website.

## Advertising Rates

| Property         | Position           | CPM/P<br><small>(cost per month per page)</small> |
|------------------|--------------------|---|
| Advertisement    | Top Leaderboard    | \$50.00   |
| Advertisement    | Bottom Leaderboard | \$35.00   |
| Advertisement    | Medium Rectangle   | \$30.00   |
| Featured Listing | Find a Funeral     | \$40.00   |
| Charity Listing  | Charity Donations  | FREE  |

\*All prices inc GST





# Client Testimonials

"eziFunerals provides an important service for people who are in need of help and support throughout the funeral process. When someone you love passes away, it can be extremely difficult to come to terms with. The next thing you know, funeral arrangements have to be made. In my role as Celebrant, I find that the additional stress on families of planning the funeral of their loved one can be emotionally overwhelming and may all feel just too hard. By using eziFunerals planning service, it was all be made easier. Thank you eziFunerals for having the vision."

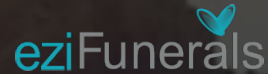


**J. Rees, Celebrant**



**Lynsey, Singleton**

"Having used eziFunerals I now feel that I am able to prepare in advance for something that we often don't think about or talk about – 'planning your funeral'. Due to living many miles away from all of my family and some of my friends, eziFunerals has enabled me to put in place a plan for my funeral, that encompasses how I would like it to be. I now realise that a huge burden will most likely be taken away from my family, by having some fore thought to put a plan in place. This in turn also gives me piece of mind - a huge thank you to eziFunerals."



## Peace of mind when you need it most

"I wish eziFunerals was available when Dad died before having to deal with the funeral. I guess the majority of people battle through with very limited knowledge like me and in their time of grief rely on what is told to them by the funeral companies. It all happened so quickly. There was so much to be organized and arranged in a very limited time. Family members had conflicting ideas and opinions when we should have all been trying to support one another. It was just a whirlwind of emotions, phone calls, information searches and snap decisions that no one was really prepared for. I still don't feel as if I had the chance to grieve properly, nor as I had wanted to."



**Lea, Rockingham**

"My role as a business advisor changed to that of consumer, as I became aware of just what this eziFunerals had on offer. I was living interstate at the time of passing of my father, and later, my mother. eziFunerals has opened my eyes as to how poorly equipped I was to make decisions and contribute to a dignified farewell for each of my parents. I congratulate eziFunerals for this important resource and highly recommend it."



**Tony, Business Advisor**

# Working with you

eziFunerals works for funeral homes of all shapes and sizes. Here we address some common misconceptions.....

- Our business is going well and we're happy with our current methods. We don't need to change.

The mindset of people towards organising a funeral is changing – it's becoming less loyalty based and more convenience and cost driven. Our research has found that consumers now want independent and objective information and enjoy the convenience and privacy internet shopping offers. They prefer to seek direct funeral assistance at a later time when they are informed and ready to make decisions. By choosing to partner with eziFunerals you don't only give families an alternative way of finding you, you're also less likely to lose them to one of your competitors.

- Many of my families are elderly. They won't use the internet to connect with us.

A common misconception is that the older generation isn't online. In fact, 38% of all eziFunerals users are aged 51 years and over. eziFunerals also benefits consumers with limited hearing and speech abilities, or who speak English as a second language. We regularly receive positive feedback from such clients who are grateful that they can organise a funeral from the comfort of their own home, as the internet provides an easier way for them to make arrangements than over the phone.

- Is eziFunerals trying to replace the services of funeral directors?

No. eziFunerals is an independent consumer advocacy and online funeral planning service that is intended to supplement the important service provided by funeral directors. We are an online service for families who prefer to plan their funeral online before meeting with a funeral director.

For more information or assistance  
please contact



[info@ezifunerals.com.au](mailto:info@ezifunerals.com.au) [www.ezifunerals.com.au](http://www.ezifunerals.com.au)

