



Marketing and Membership Benefits Group

Matthew Gallagher, Chair's Report

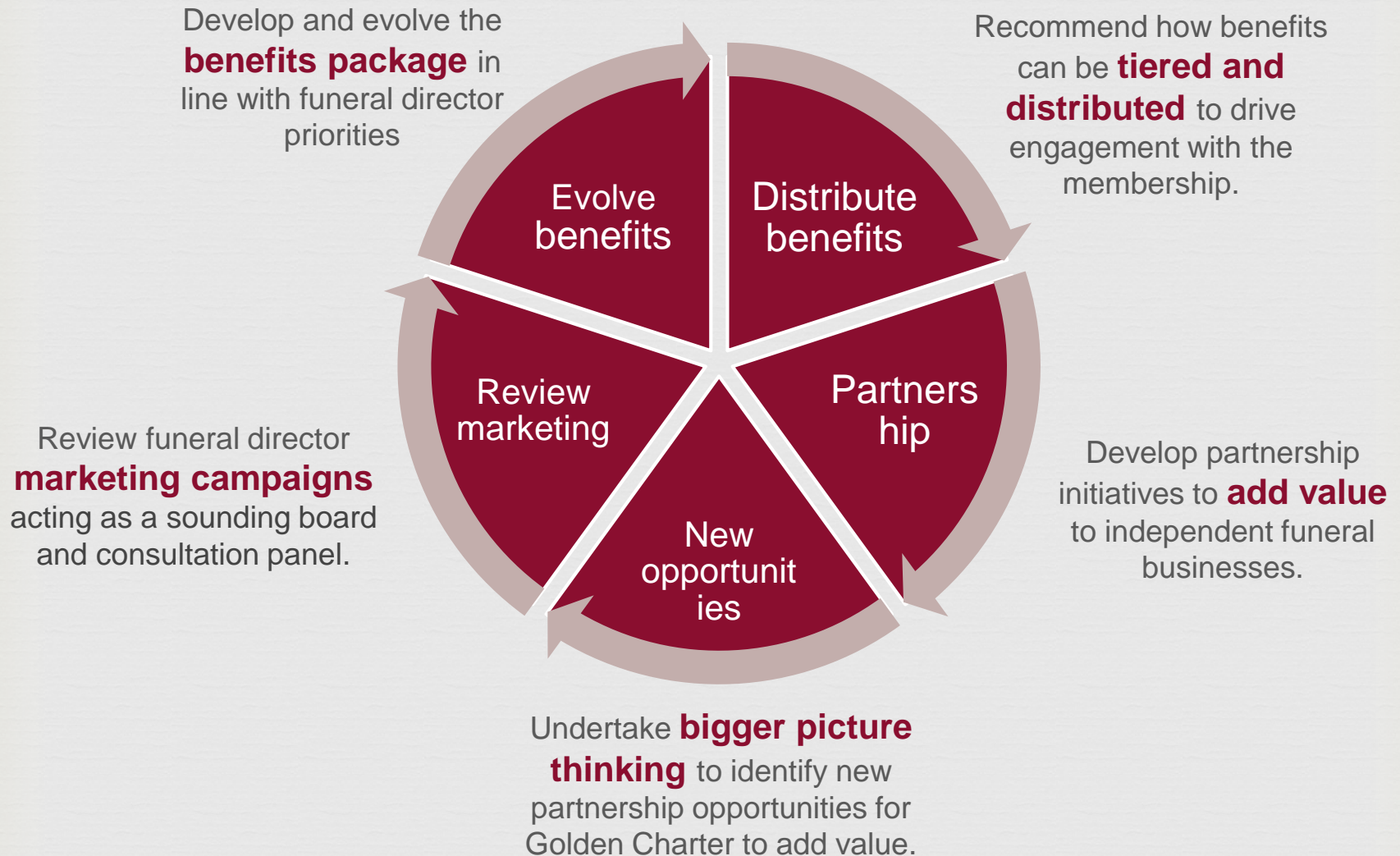
September 2018

Chair's Report



- Membership of the Marketing & Membership Benefits Group is now aligned with the Voice of the Funeral Director, but with separate clear areas of responsibility for each group.
- Localfuneral.co.uk has fallen in to the VoFD, but some fluidity will be retained on this when looking at the commercial model of localfuneral, how this is offered as a benefit to shareholders and supporting actions to expand usage.
- Steering the member's benefits review project, to ensure the focus of the review is in line with funeral director priorities.
- Supporting the business to move to bespoke marketing solutions and holistic 'whole business' approach
- Reviewed 2017/18 marketing activity and input to focus of 2018/19 plans, offering ideas for scalable, digital support.
- Supporting delivery of a more flexible, tailored approach to brochure and leaflet drops (undertaking an analysis of leaflet drops in relation to cost per enquiry, cost per sale, region and time of year)
- Involvement in project to move towards a new online ordering platform and print and distribution system.
- Reviewing funeral director facing marketing campaigns, including The Royal British Legion / Poppyscotland campaign, offering insight and ideas.
- Funeral director portal developments
- Working with the business to drive improvements to consumer ratings

Marketing & Membership Benefits



Working Group Structure

