

Marketing and Membership Benefits and Voice of the Funeral Director Groups

The purpose of the Marketing and Membership Benefits group is to develop partnership initiatives between Golden Charter and the Association's members. The group also acts as a sounding board and consultation panel for funeral director marketing campaigns, proposals and promotional material. The Voice of the Funeral Director Group focuses on channelling the views of the wider membership to shape Golden Charter's processes, policies and services.

The activity of these groups has converged during 2020 due to the untimely death of our dear friend Matthew Gallagher at the start of the year. I have continued Matthew's work, chairing both the Voice of the Funeral Director Group and Matthew's Marketing and Membership Benefits Group, to provide continuity.

Our key achievements and focus over the last 12 months has been on:

✓ **Steering marketing activity to encourage funeral director engagement**

The group have provided insight into how elements of marketing can be positioned most effectively to engage funeral directors. We've also provided insight into our local markets to help guide Golden Charter's approach and messaging.

- The group has steered proposals on brochure ware changes implemented earlier in the year.
- As a result of our feedback literature was updated to ensure information was as transparent and accessible as possible and clearly positioned the important role of the local funeral director to plan holders.
- More recently our feedback has helped guide the company on how to re start marketing activity sensitively following the COVID pandemic, by providing insight into how messages may land with funeral directors and within our local markets.

✓ **Selling the Golden Charter proposition**

The group undertook a session to provide views on the current Golden Charter proposition for customers and funeral directors, to explore how to make the Golden Charter offering as compelling as possible.

- We identified strengths and weaknesses of the Golden Charter proposition compared with competitors and explored areas of importance from the funeral director's perspective, such as speed of payments, customer service and digital support.
- We're in the process of supporting the business with how to position and highlight areas where it excels on these key factors in the minds of funeral directors.

✓ **Gathering wider views and insight**

The group have strengthened their focus on providing as broad a range of views and insight as possible, by building relationships with and speaking to other funeral directors in our association to feed these wider views into group meetings.

Anthony O'Hara
Chair of Voice of the Funeral Director Group