

Marketing and Membership Benefits Group

The purpose of the Marketing and Membership Benefits group is to develop partnership initiatives between Golden Charter and the Association's members and act as a sounding board and consultation panel for funeral director marketing campaigns, proposals and promotional material.

✓ Collaborating in test activity

This year the group have played an active role in marketing test activity, providing practical support to Golden Charter to trial the effectiveness of various marketing campaigns and formats.

- The group have collaborated in tests about the size and format of leaflets and brochures, unaddressed mailings and Facebook campaigns, helping to determine the way forward and most effective approach.

✓ Steering marketing approaches to maximise funeral director engagement

The group have been advising on how elements of marketing can be explained most effectively to deliver maximum support and engagement with funeral directors.

- Feedback provided has included; generating optimal lead times for funeral directors to engage with marketing campaigns, identifying interactive sessions as the most effective way of engaging funeral directors on best practice, providing advice on how to encourage funeral directors to align their activity around the Golden Charter campaign plan.

✓ Supporting marketing activity evaluation

This year the group collaborated in development and the roll-out of the 'marketing source test' to understand more fully customer motivations for purchasing a funeral plan, reasons for selecting a specific funeral director, including family relationships and company history, and the influence of any specific advertising campaign or incentive.

- Insight from the pilot will be used to develop the initiative before wider roll-out, which will deliver measurable data and insight which will inform development of future marketing campaigns and initiatives.