

THE UKS ONLY DIGITAL MARKETING AGENCY WITH GENUINE

Funeral industry experience

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The only UK digital marketing company with real funeral industry experience.

Every independent funeral director and funeral home offers their families something unique – your website, social media and information booklets should be same. Guide you community with beautifully crafted written content and highlight your expertise in caring and honouring loved ones.

We offer a range of services from website creation, care booklets to social media packages, all uniquely designed and written for you.



WEBSITES

A website is now an extension to your service of care. Reputation and word of mouth will always be the strongest reason why people contact you – however 81% of people will now research online before making a decision and 93% will read reviews before they finally decide on choosing a service.

We create websites that brings peace of mind, can highlight heritage and reassure the same quality of care across multiple branches. Your website is now your front window with higher passing traffic and first impressions are vital.

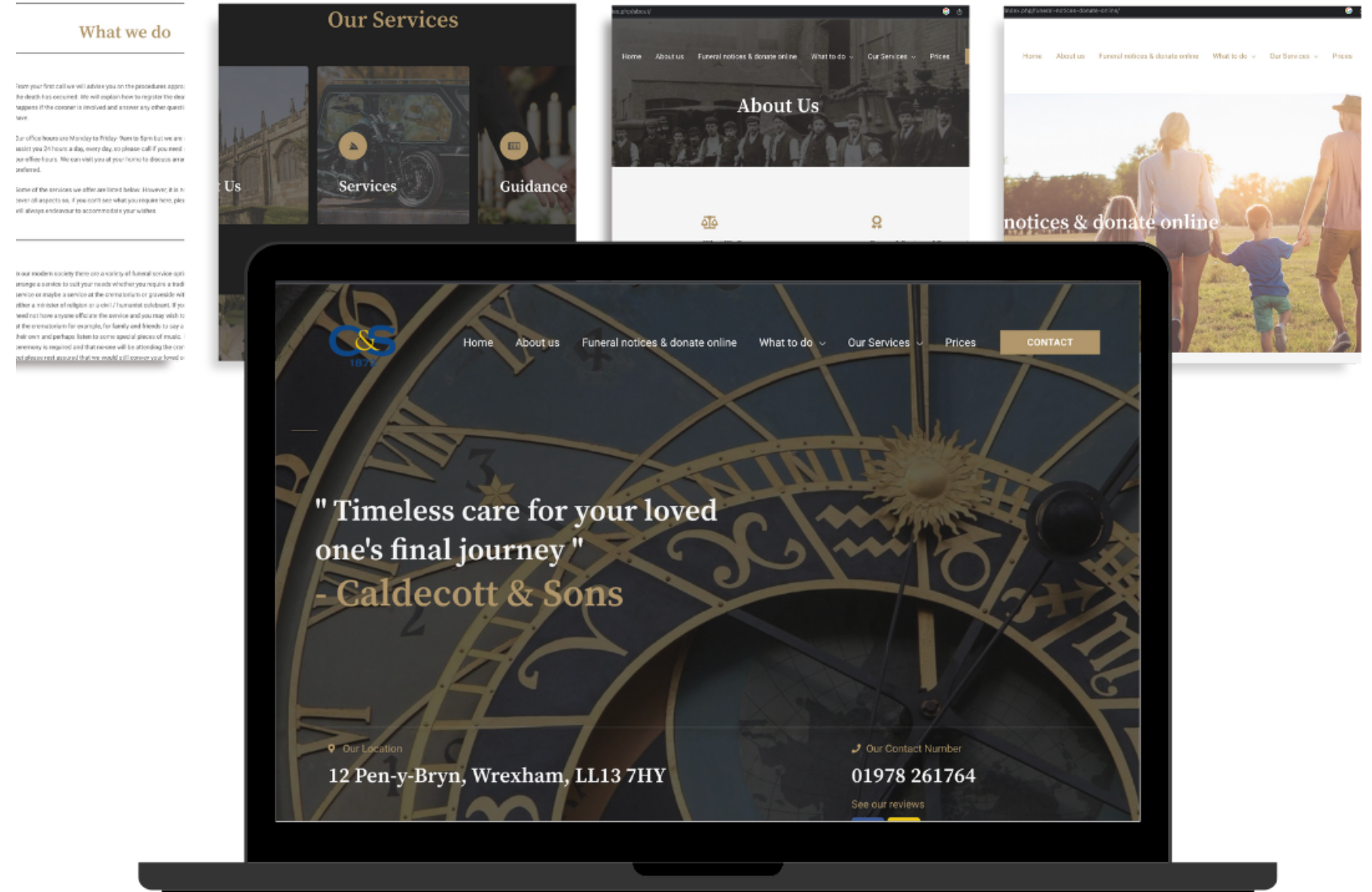
We will discuss the following with you:

- Your unique layout design for easy navigation
- Services, from floral, fleet and prepaid plans.
- Guidance pages, from what to do when someone passes to what to expect on the day of the funeral, even self-care pages for grieving family members who are feeling overwhelmed.
- Imagery – do you want a specific service shot or a landmark that unites your community?
- About you – what makes you unique?

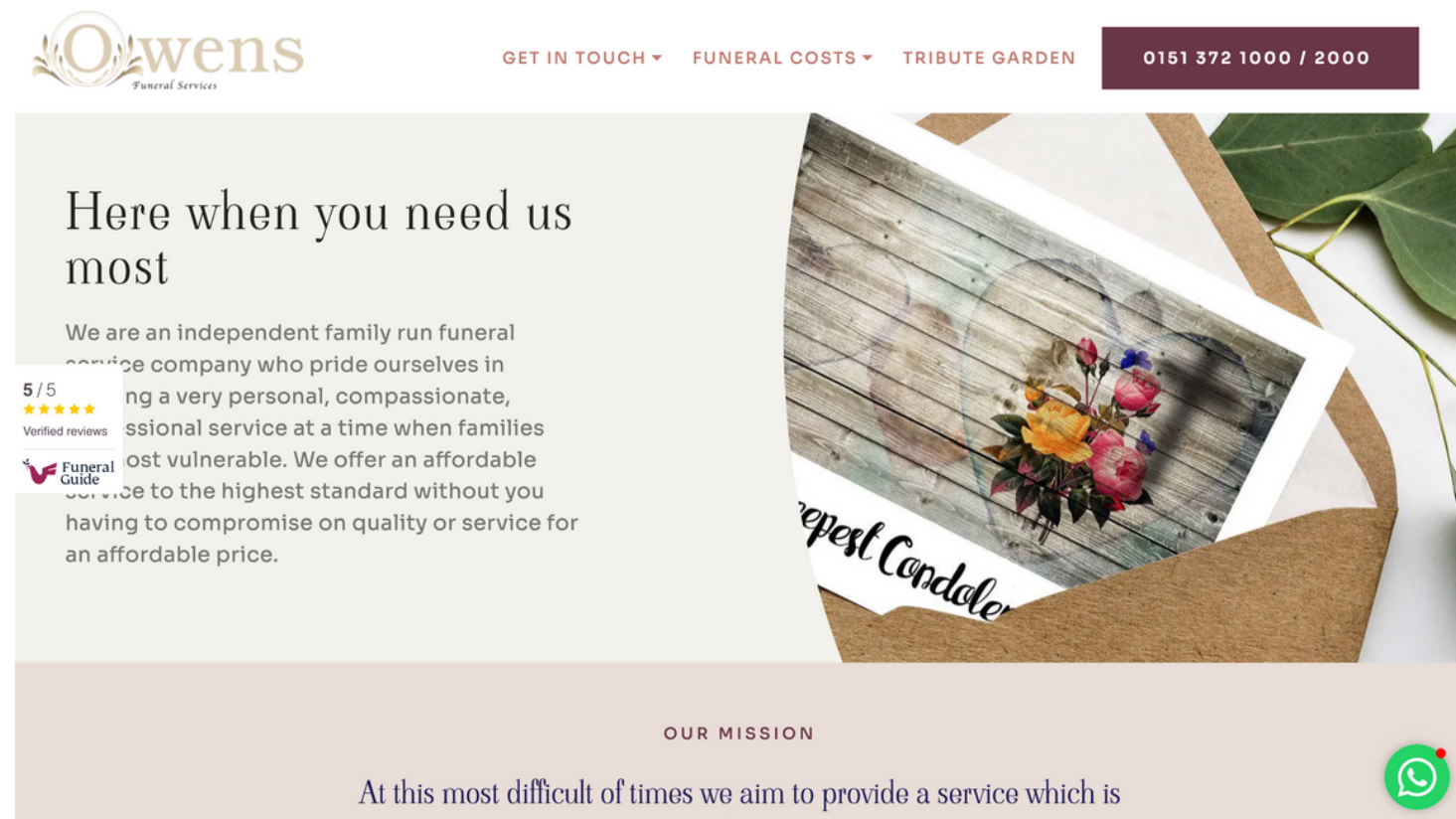
Before:



After:



Before:



After:



Results

“

Within just a few days of the site going live. I had a positive client feedback in that they had chosen our company to handle their funeral based on our website

”



Stephen - Caldecott and Sons

I had a discussion with Mark and Olly in regards to updating our funeral director's website. They had a good understanding of the funeral industry and totally rebuilt the website from scratch making it far more logical and easier to navigate to particular sections relevant to what potential clients might be looking for. They suggested introducing 'What to do' information' and a guide to 'What happens on the day' which hadn't been included on my previous site. After the site went live, they worked closely with me fine tuning it and including my additional thoughts and tweaks. **Within just a few days of the site going live, I had a positive client feedback in that they had chosen our company to handle their funeral based on our website.** Thanks Mark and Olly. No hesitation in recommending Ignite for website construction.



How we work

We know you are time poor, so we make sure we work efficiently and due to our experience in the industry can confidently write all the content, allowing you to enjoy the process. The project is fully managed by ourselves with you checking and making amendments during the content writing process and once you can view the completed site.



The steps are easy

- We have a chat about what is important to you and make suggestions that will help you stand out against the competition. We also offer further considerations such as optional obituary and donation pages.
- We set up a drop box or what's app so you can easily send us the imagery.
- You will then receive the layout of pages and the written content, all completed for you and allows you the option to tweak any text and any additional changes.
- You then receive a fully completed website to check and run further amendments.
- You go live and proudly wait for grateful family feedback.

Social Media

Facebook is the perfect platform to engage with families, demonstrating that you are the heart of your community. We create engaging and sharable content that over time discusses your pledge to care, demonstrates your importance in the area for generations of families. Our formula is to blend inspirational posts about you, your heritage, your services, community events, charity awareness, the personalisation of funerals, pre-paid plans and inspiration quotes and guidance. The various messages harmonise to increase you following and give you an authoritative voice within your catchment area.

 VIEW OUR WORK

Here are some examples of our work:

01

Wearing black.

More families are requesting a favourite or brighter colour to be worn to honour the memory of loved ones. We celebrate a beautiful life with the grief of saying goodbye

DO YOU HAVE A PREFERENCE OR A FAVOURITE COLOUR THAT YOU ASSOCIATE WITH?

PR & SON.



“

Saying goodbye to a loved one is not the end, but rather a poignant beginning of carrying their light within our hearts.

”

PR & SON.



Community Posts:

Share celebratory days that happen in your community (annual fates and local events) and also highlight those monthly days dedicated to relevant causes, these can be from mindfulness to specific events such as world cancer day. These posts are relevant to your families and often they share the posts in tribute and respect for the charitable causes.

Ignite.

SWIPE →

Information Guides

It's easy for family members to feel overwhelmed when losing a loved one and at that time a traditional printed handout with guidance can be highly beneficial.

We create step by step guidance that includes:

- What to do when someone passes
- What to take to register a death
- Useful regional and national contact numbers
- Considerations when planning a funeral
- Payment for a funeral and support
- Additional services
- What to expect on the day of a funeral
- Self-care when feeling overwhelmed

This content can be reproduced from your new website page, so can be part of a package deal, offering an informational guide is also a wonderful way to offer a call to action on some of your social media posts too!





In Summary

We are the ONLY digital marketing company in the UK with real industry experience. We understand the importance of the Funeral Directors' role within their community. We craft optimised, easy to navigate websites that are part of your care service with detailed guidance pages to help families during their most difficult times. With regulations continually evolving, whether GDPR, Funeral Industry or pre-paid funerals we ensure all terms and regulations, standardised price lists are one click therefore aligning with the new transparency requirements. Let us offer you the same support that you dedicate to your community.



Contact Us



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THANK YOU