

BUSINESS TOPICS

Business & Marketing Suggestions

WHAT TO OFFER

The most popular show size is 25-35 photos and the most common show length is in the 6-9 minute range. You might want to make two versions. A shorter version for the viewing room and memorial service (e.g. 3-5 minutes) and a longer version for the family to take home (10-15 minutes). Both can be published to the family's WebTribute website.

WHAT TO CHARGE

Your out-of-pocket costs are minimal - your real cost is time. Your largest time investment will be in creating your first few **TimelessTributes™** videos. Many funeral homes are including **TimelessTributes™** videos as part of a personalization package to encourage families to select these package. The real value to **TimelessTributes™** is the message it communicates to your visitors and families – that you will provide them with the comfort and guidance they need now and provide a lasting memory they will value and cherish for years.

MARKETING SUGGESTIONS

Post the Decedent's WebTributes Address in the Obituary: This will enable visitors to view the **TimelessTributes™** video, share photos/memories/links before and after the service. It also distinguishes your Funeral Home as offering a personalized and valued service.

Print WebTributes Address on Service Materials: By printing the address on your service materials, guest will know where to look for the **TimelessTributes™** video. You will find that most people appreciate replaying the video several times, well after attending the service.

Advertise TimelessTributes™ Video Service in Local Newspapers & Church Bulletins:

Many funeral homes offer to create **TimelessTributes™** videos to celebrate anniversaries (i.e. 25th, 35th, 40th, etc.) or other special events (e.g. Retirements, Weddings, etc.) as a promotional tool. It is a wonderful way to communicate your commitment to the community while subtly and effectively promoting your name. We have seen such promotional **TimelessTributes™** videos created for free or for up to \$150. You know your business and community better than anyone, but we suggest providing this service at a discounted price or as a goodwill gesture... a wonderful, cost-effective way to get people thinking of pre-need planning.

Offer Free Memorial Service to Local Churches:

Many Catholic churches have special masses celebrating All Saints Day which remembers parishioners who have died during the past year. Offering to create a **TimelessTributes™** video that is played at the service and linking it to the Church's website site is an appreciated way to let the community know of your involvement & commitment to the community.

Marketing Suggestions - Articles and Press:

Creating **TimelessTributes™** videos with an interactive WebTributes is a touching and compelling story... good articles for local papers and church bulletins. Creating **TimelessTributes™** videos for Memorial Day Veterans, and Saints Day is a good way to get local coverage.

COMPETITIVE ADVANTAGES

Quality Videos: The Videos you produce are Quality Videos, which your families will enjoy.

Timely response: Doing it in house enables the family to drop off the photos to you the day before or the day of the service, fitting into your real world requirements.

Personal Touch: Telling the families you created the **TimelessTributes™** video for them makes a powerful statement.

Personalized: Since you know the families and have met with them, you will be able to decide what backgrounds, hymns, and music to use and develop a video that fits their needs.

Web Based: Making the Video available on the web allows guests, relatives and family members to view the tribute over and over again in the privacy of their home when ever they want.

Promotional Piece: Quality Video, Timely response, personalized and on the web makes a statement about your Funeral home. Everyone who reads the obituary will know you've put a video online to be viewed.

Furthermore, many times these satisfied family members are requesting multiple copies of the **TimelessTributes™** video. They are delighted to hear they don't need all those copies... **TimelessTributes™** videos are shared by them on the Web through their WebTribute website. This allows the family to immediately share your work with others at anytime.