

FuneralMarketingBlueprint.com

7 M's of Funeral Home Marketing Checklist

Mindset	I will think like a _____ and I will NOT _____ the marketing process	✓
	What _____ benefit am I going to showcase?	
	Does this campaign help me WIN the _____ at the _____?	
Market	What part of the "_____ " is my target market in?	
	Who is my _____ target market for this campaign? (Can't be everyone)	
	Visualize an _____ from this market & write directly to them: "Persona"	
Message	Am I focusing on _____ and not _____?	
	What do I want _____ after reading the ad / campaign?	
	Will the prospective client family be _____ after seeing my ad / campaign?	
Media	What is the best form of _____ to use for this campaign? Online / Print / Broadcast	
	Is there a specific _____ / _____ that is best suited for your target market?	
	Can this campaign be _____ / _____ to another media channel?	
Mechanics	Is the info / research you're gathering the most relevant for _____?	
	Is the best person _____ the _____ (copy / video / graphics)?	
	Did you create (or follow) your _____ for campaign distribution?	
Metrics	Can I _____ this ad / campaign _____ another ad? (Split test)	
	How can I _____ this ad? (URL / QR Code / Telephone #)	
	How will I _____ get the _____ from this campaign? (Reports / Stats)	
Motion	Who is in _____ of seeing this campaign completely _____?	
	Has the entire campaign process been _____? CTA > URL (Phone) > Online Form	
	How are the _____ going to be _____?	

Marketing Tips from the Legends

Don't write to the masses - write to one person — Claude Hopkins
 Enter the conversation already in their mind — Robert Collier
 The silliest thing of all is to run an ad without a headline at all — David Ogilvy
 Message to market match — Dan Kennedy
 The 9 word email — Dean Jackson

Register for the "Funeral Marketing Blueprint" program at: <http://www.FuneralMarketingBlueprint.com>