

Marketing Plan



Walker Chapel Historic Cemetery

June 2024 to December 2025



Walker Chapel UMC
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www.walkerchapel.org
www.chapelcemetery.org

Chapter 4: Business Value Proposition

The Value Proposition

The task is to answer the question, “why should customers choose us?”

Previous chapters talked about branding, brand statement, tag lines, slogans, and brand identity, all good words and needed, but a bit like elevator music. The value proposition is the specific solution we provide and the promise of value that our licensees can expect us to deliver. It is an essential sales conversion factor.

The main elements of a value proposition are:

- Target audience. Whose problems will be solved by our product and service?
- Product or service. What is our brand promise?
- Benefits and features. How are they different from any competitors?
- Excellent execution. Can we deliver on our value proposition?

The process of writing a value proposition is:

1. Identify our licensee’s main problem.
2. Understand our target audience.
3. Understand our competitors.
4. List the benefits our product and service provide.
5. Differentiate us as the preferred provider of this value.

We have spent three chapters doing this. Now it is time to put it together in a value proposition.

The Columbarium’s proposition is

*"To offer a secure and serene columbarium
within our historic church cemetery,
nestled within a beloved neighborhood
surrounded by beauty, community, and tranquility,
ensuring a dignified and eternal resting place for all."*

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Analysis

to offer a *secure and serene columbarium* within *our historic church cemetery*, ensuring a *dignified and eternal* resting place for *all* loved ones, surrounded by *beauty and tranquility*

Our Product: *secure and serene columbarium*

Our Distinctness: *our historic church cemetery, beautiful neighborhood*

Our Deliverability: *dignified and eternal*

Our Inclusiveness: *all*

Conversion Factor: *beauty and tranquility*

Keywords emphasize the value proposition in just a few, powerful, selected words. Words that are repeated on every page on the website. They are words visitors include in their Google searches. They are words that Google uses when composing a response to a question. They are words that appear most often in packages that analyze keywords and show how many times they are used by visitors on the Internet. A point to remember is that Google is a machine that matches words searched for with words found in websites. There is no emotion, just a mechanical matching. "Best" or "Greatest" or "Beautiful" are just word tokens without meaning for Google to match. But! They may be critical to humans.