

Marketing Plan



Walker Chapel Historic Cemetery

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Chapter 5: How Do Customers Find Us?

A firm grasp of how customers find us is an important factor in where to put our marketing efforts. Of the many ways to reach customers, we must know where the customers are to make the connection.

We cannot fish for the fish if we do not know where the fish are!

Search

The concept is the customer knows what they want, and they **proactively search** for it. The common searches today are through Google where use of Search Engine Optimization (SEO) guides the search engine to you when answering an individual's question.

Trust

Trust indicators in reviews and stars provides external validation from users of our Columbarium and services. While it may seem strange, it is common for funeral and cemetery organizations to use Yelp and a five-stars approach to getting ratings from users that post reviews. The stars lead to confidence and are used by Google to position the organization higher on the hit list.

Share

A share occurs when an individual "pushes" a recommendation to friends, family, or business colleagues. Some individuals make this a business themselves and they are called "Influencers." We will encourage our community of users to share with their friends. We can also use "mentions" in social platforms to reach a person and through that person to their followers.

Interrupt

An interrupt occurs when you are trying to get somewhere or view something and an ad "interrupts" your journey and makes you sit there and watch the ad. It is largely advertising and "pushes" products that people are not proactively looking for. People hate it, but that doesn't mean it isn't useful. Facebook's shift from organic results to paid advertising makes it a necessity to have advertising but we will be targeting the advertising to specific groups and geo-locations.

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Browse

The browse path is about getting our product *adjacent to* something the customer is looking at. A trailer at the end of a YouTube video that recommends other videos to watch. We will be using videos in a variety of formats depending on the platform where YouTube and Vimeo like long videos while other only support short videos called reels.

The Customer Journey

The marketing buzz word is AIDA:

- Attention: Create a strong first impression to grab the audience's interest
- Interest: Generate interest in the product or service
- Desire: Evoke a desire for the product or service
- Action: Spur action to try or buy the product or service

AIDA is another way of outlining the licensee's journey from first contact to ROI License.

Key Performance Indicators (KPIs)

A KPI is a quantifiable measure of performance during a customer's journey over time for a specific objective. In short, don't just do it, **measure** ongoing activity to maximize time and dollars.

There are many KPIs! Google KPI and you will have a weekend of reading. Some of the measurements from Harvard Business School listed below are good examples:

Impressions

Impressions are the number of times an ad or organic content is displayed or viewed—regardless of whether it garners clicks. While this KPI doesn't reflect how many customers engage with our content, it helps boost brand awareness.

It's often used interchangeably with "reach," but it's crucial to understand the difference between the two. Impressions track the number of times users see our content—and includes multiple views by the same individual—while reach only considers the number of users who see our content.

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To measure your brand's impressions, we can use Google Ads and social media platforms' analytics tools to track and report how frequently our content appears to users. By analyzing impressions data, we can gauge our targeting strategy's effectiveness in the awareness stage and adjust it accordingly to maximize exposure.

Search Engine Rankings

Most prospects will likely discover and decide to license from us online by asking Google. There are over [2.6 billion](#) online buyers worldwide—more than 33 percent of the world's total population. Our task is to geo-locate those near us.

To ensure we reach the online audience, our website needs to appear at the top of search engine results pages (SERPs). Its rankings directly influence our brand's visibility and accessibility to potential licensees in the awareness stage of their journey.

Tools like Google Analytics and specialized search engine optimization (SEO) tools provide valuable data when measuring search engine rankings, including:

- Number of ranking targeted keywords
- Volume of organic traffic
- Number of backlinks

Monitoring those metrics can help us understand our SEO strategy's performance and make any necessary adjustments, such as improving website loading speed or creating more relevant content for our target audience.

Click-Through Rate

Click-through rate (CTR) is a critical KPI for assessing online advertising campaigns and search engine results. We calculate it by dividing the number of clicks our ad or link receives by its impressions and then multiplying that number by 100 to get a percentage.

To measure and analyze CTR, we can use digital marketing tools like Google Analytics to gain detailed insights into ad, keyword, and content performance. No matter the marketing asset, each CTR can impart how well we communicate with customers.

The average CTR is approximately 6.6 percent for search and 0.6 percent for display, but every organization has its own baseline. For example, a high CTR often means the content is relevant and appeals to a target audience. The best way to determine our goal CTR is by analyzing industry benchmarks, historical data, campaign objectives, and our target audience's specific patterns and preferred advertising platforms.

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Cost per Click

Marketing KPIs aren't just about measuring engagement with potential licensees; they can also indicate changes we should make to our digital marketing budget.

For example, cost per click (CPC) is a KPI that considers the amount we pay each time a user clicks on our paid advertisement. CPC is calculated by dividing the total cost of our ad by its number of completed clicks. For instance, if we spend \$100 on our ad and it receives 50 clicks, the CPC would be \$2.

This KPI helps us assess our online advertising efforts' financial efficiency during purchase consideration. A lower CPC indicates a more cost-effective campaign, allowing for more clicks within our budget. We can track and measure CPC using tools like Google Ads that provide real-time advertising performance data.

Conversion Rate

One of the most important consideration-stage marketing KPIs is conversion rate—the percentage of visitors to our website or social media platform who take a desired action, such as making a purchase, signing up for our newsletter, or filling out a ROI Application form.

The rate is calculated by dividing the number of conversions by the total number of visitors and then multiplying that by 100. For example, if our website receives 1,000 visitors and 50 of them complete a license, the conversion rate is five percent.

We can measure conversion rate using digital tools like Google Analytics that track user interactions and behavior—including how and what they convert on. Understanding conversion rate is essential to assessing our marketing campaigns because it focuses on licensee's closure actions. A higher conversion rate indicates more successful engagement with our target audience. If our website has a low conversion rate, we might need to find new ways to entice customers to act.

Customer Acquisition Cost (CAC)

While acquiring new business is marketing's main objective, it comes at a cost that we must measure and monitor.

Customer acquisition cost (CAC) is a marketing KPI that calculates the total expense incurred to acquire a new customer...for us a Columbarium ROI Licensee. It is calculated by dividing the sum of all marketing and sales expenses over a specific period by the number of new customers acquired during that time.

One example is tracking marketing and sales expenditures through accounting software and analyzing customer acquisition data via our customer relationship management (CRM) system. Monitoring CAC helps us make data-

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driven decisions to optimize marketing efforts and allocate budget to ensure we spend money on the right licensees.

Return on Investment

Return on investment (ROI) is a KPI that can provide crucial insight into a marketing initiatives' anticipated and actual results. Note the cemetery uses the ROI acronym as *Right of Interment* while KPIs use it as the more common *Return on Investment*.

ROI specifically analyzes the customer journey's completion of closure stage. While other cost-oriented metrics focus on earlier stages, ROI compiles profit-related information into a single metric that helps communicate overall performance.

ROI is calculated by subtracting our marketing efforts' cost from their generated revenue. Then divide that number by the cost of our marketing efforts. For example, if our digital marketing campaign costs \$1,000 and generates \$3,000 in revenue, the ROI would be 200 percent.

Google Analytics and marketing automation software are common tools for tracking campaign revenues and costs. By analyzing marketing initiatives' ROI, we can identify our most profitable tactics, allocate resources more effectively, and make decisions that maximize our budget.

KPI Wrap-up

Measuring our marketing can be overwhelming. We will have to consider which KPIs to use based on our abilities, knowledge, and available work hours. Clearly, we cannot track all the KPIs discussed above, but with just a few right tools and metrics, we can determine which aspects of our digital marketing strategy work or need revising.