



**How can
cemeteries
meet the digital
expectations of
Millennials?**

PLOTBOX

**ICCFA ANNUAL CONVENTION & EXPO
APRIL 5-8, 2017 • NASHVILLE, TENNESSEE**

Who are we?



Sean McAllister - CEO

Sean is a qualified engineer and surveyor with years of experience in the industry. Sean is also a qualified Commercial UAV (Unmanned Aerial Vehicle or Drone) Pilot, Private Pilot under CAA/FAA and he is on his way to becoming a Chartered Geomatics Surveyor with the Royal Institute of Chartered Surveyors.



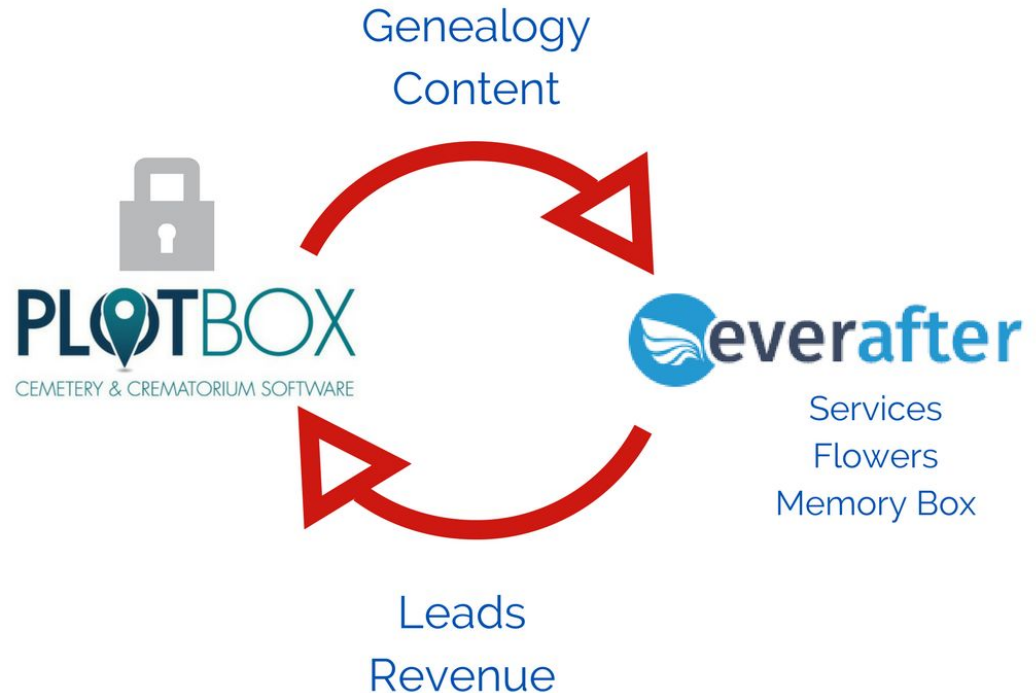
Leona McAllister - CCO

Leona has a BA (Hons) Business Studies degree and started her career in governance. Leona is passionate about good service and is accomplished at building and nurturing client relationships and seeking out new business opportunities.

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What do we do?

Software &
Digital
Mapping
Platform for
Cemeteries



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What are we here to talk about ?

- Exponential Age
- Millennials - who are they?
- Why do we care about them?
- How do we sell to them?
- How do we engage?
- Digital Tools/Digital Strategy
- Achieving digital transformation

Welcome to the exponential age.

WE SELL

Kodak

FILM

NOKIA



UBER

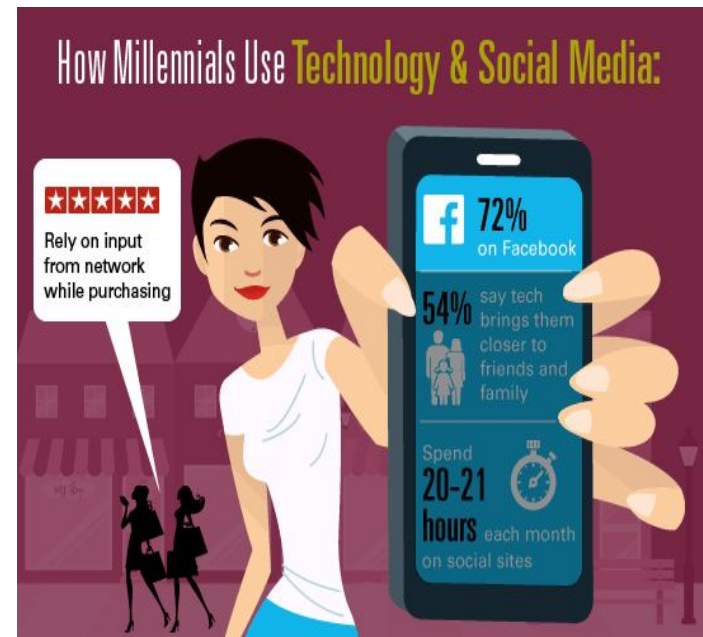
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Who are Millennials?

Millennials (also known as Generation Y). Typically birth years from early 1980s to early 2000s.

There are over 80 Million Millennials in today's population!

- 90% create content for the net at least monthly
- 83% have posted a picture online
- 76% visit YouTube weekly
- 59% look to the internet as their main source of entertainment
- 56% have followed through after watching ads on YouTube
- 55% are connected to 100 or more people through social media



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Why Do We Care About Them?

- They are engaged in helping their parents make decisions about big purchases.
- They are attending services now that are going to influence their future decision making.
- Millennials are the fastest-growing, most diverse generation of consumers in the United States.
- Buying power is going to take over that of Baby boomers in 2017.



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The Millennial Consumer - Forbes.com

- 1. They aren't influenced at all by advertising.** Only 1% of millennials surveyed said that a compelling advertisement would make them trust a brand more. Millennials believe that advertising is all spin and not authentic.
- 2. They review blogs before making a purchase.** 33% of millennials rely mostly on blogs before they make a purchase, compared to fewer than 3% for TV news, magazines and books. Older generations rely more on traditional media, whereas millennials look to social media for an authentic look at what's going on in the world, especially content written by their peers whom they trust.
- 3. They want to engage with brands on social networks.** 62% of millennials say that if a brand engages with them on social networks, they are more likely to become a loyal customer. They expect brands to not only be on social networks, but to engage them. This obviously takes more labor from companies to be able to maintain social networking feeds, but it's worth it if you want to reach millennials.
- 4. They want to co-create products with companies.** 42% said they are interested in helping companies develop future products and services. In our society, companies usually create products and hope that their target market will consume them. When it comes to millennials, they want to be more involved with how products get created. Companies that enable them to be part of the product development process will be more successful.
- 5. They expect brands to give back to society.** 75% said that it's either fairly or very important that a company gives back to society instead of just making a profit.

How do you sell to them?

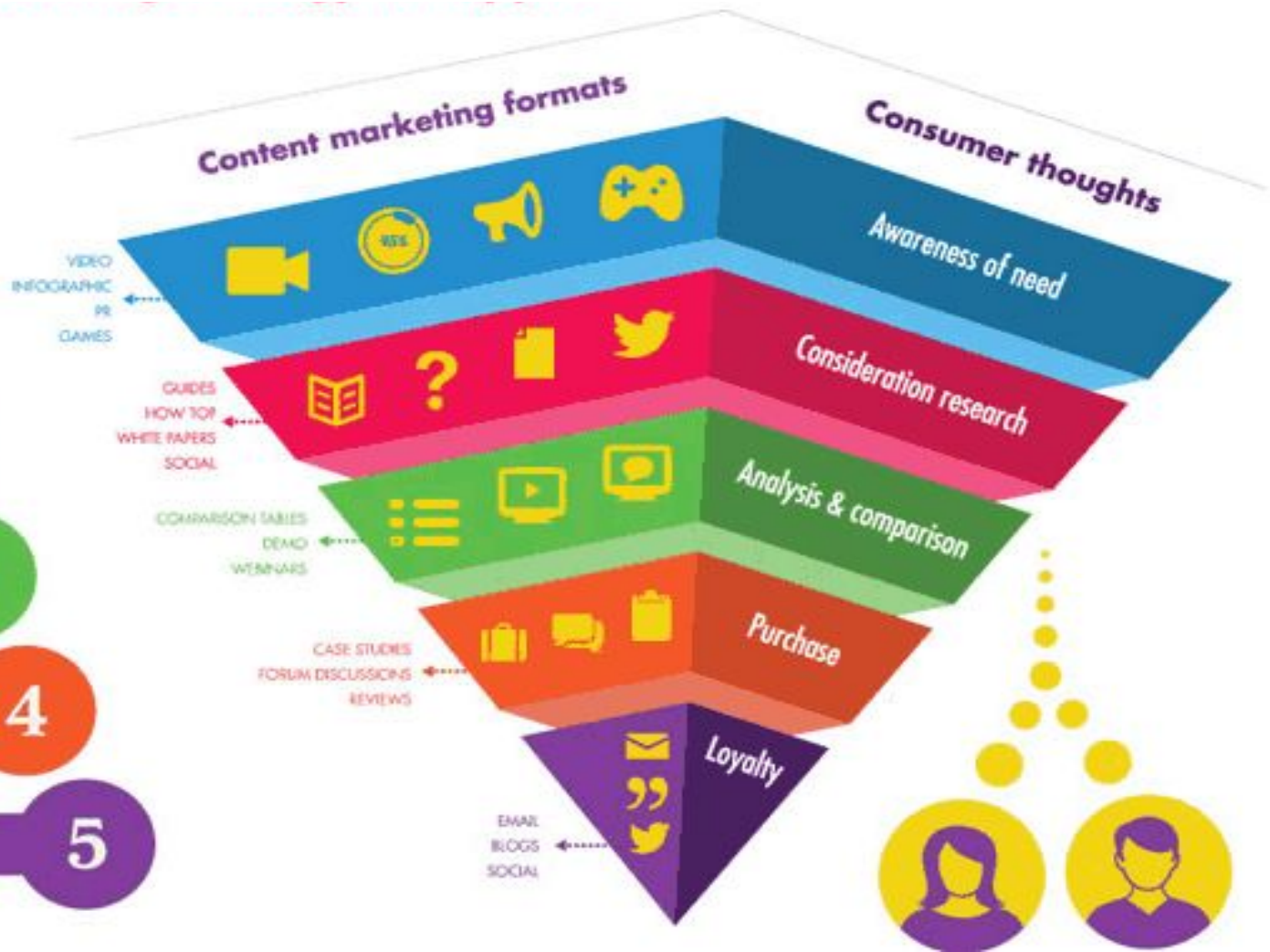
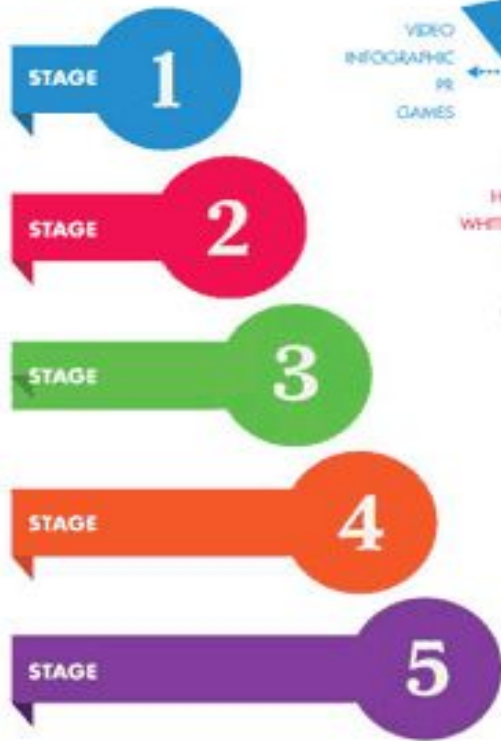


ABH = Always be Helping!



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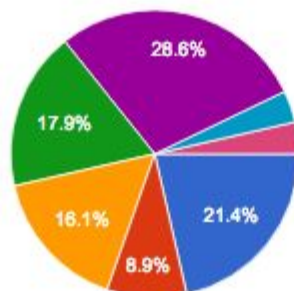
The buying cycle...



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If you were to research a cemetery or crematory for yourself or a loved one, how would you contact them?

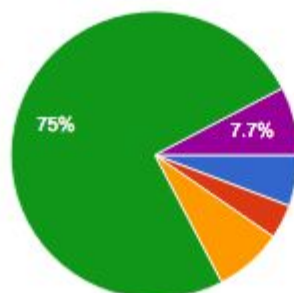
(56 responses)



- I wouldn't contact them I would just do my research online
- I would ask for information via online chat on their website
- I would telephone to ask for more information or to arrange an appoint...
- I would send them an email to ask f...
- I would visit and walk around the ce...
- Go Visit and Walk Around The Cem...
- Research online first and request fo...

If you were to purchase a plot in a cemetery or a cremation service for yourself or a loved one, what preferred method would you use to communicate with them?

(52 responses)



- I would like to do the process over email.
- I would like to do the process over the telephone.
- I would like a face to face meeting in my home.
- I would like a face to face meeting at the cemetery or crematory
- I would like to purchase online without needing to speak to anyone

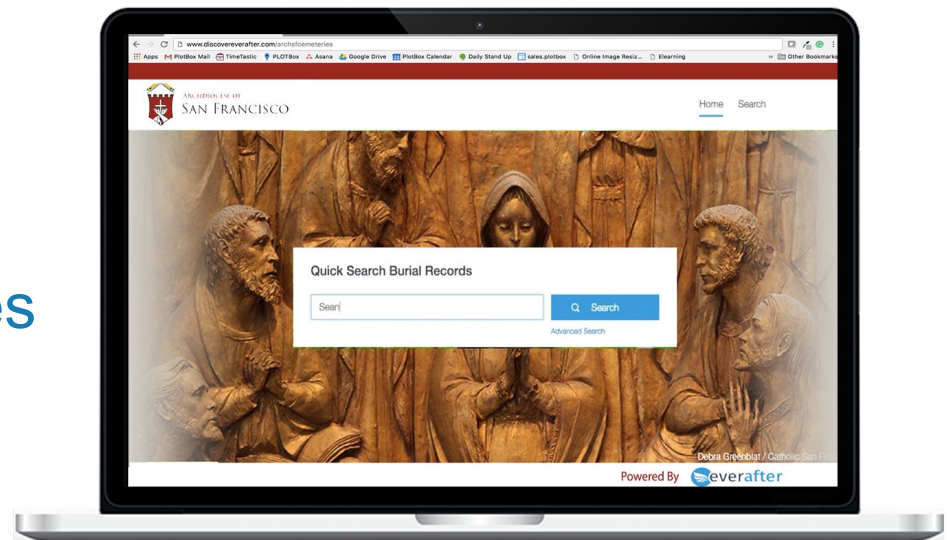
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Engage them. Make them Aware.

Website	Information, reviews, pictures, keep it current, virtual tours.
Social Media	Content Marketing on social media & email campaigns- Useful content via Blogs, e-books, Webinars, storytelling, celebrity graves
Partnerships	E.g. TripAdvisor, Yelp
Advertise Events	Community involvement - Kids events, Yoga, Fundraising, dog parks, Run/walks, host a 'Death Cafe'
Services	Ask for feedback, survey, communicate with them

Digital Tools to help you engage Millennials

1. Website
2. Content Marketing
3. Record Keeping System
4. Mapping (walk-to-grave)
5. E-Commerce opportunities
6. Memory Box
7. Online lead generation & plot sales



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What is Digital Strategy?

‘a Digital Strategy is a plan to accomplish something with the benefit of digital tools.’

‘Digital is the application of information and technology to raise human performance. Human performance is the essence of digital transformation. Human performance creates the type of value that leads to revenue.

Mark McDonald Managing Director – Accenture Strategy,
Digital Strategy



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How to truly achieve digital transformation

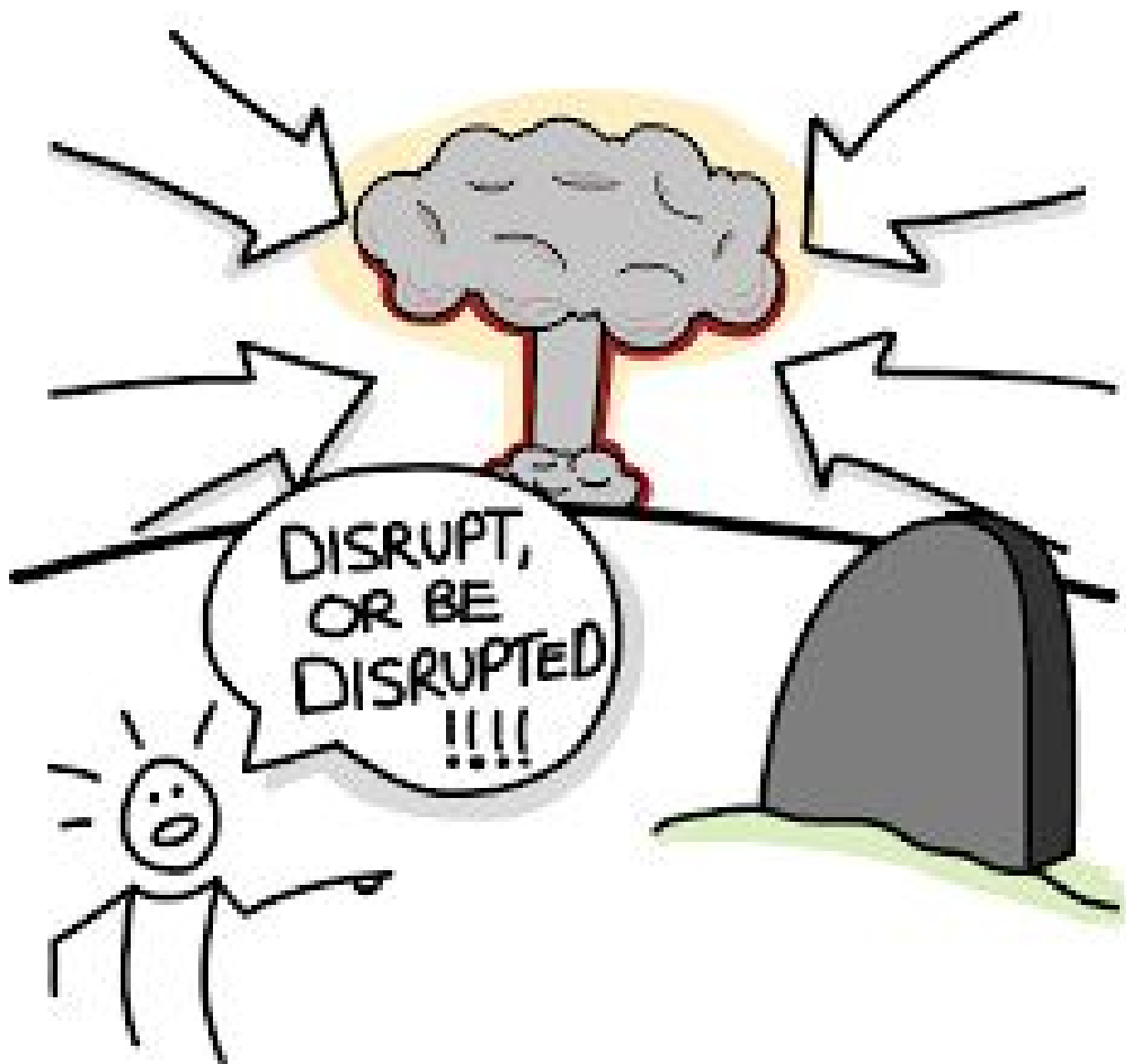
- It's a process.
- Starts with GAP ANALYSIS - where are you V's where do you want to be?
- Committed Project Manager & resources
- Culture change - You are NOT simply making your paper processes digital you are CHANGING the 'Way it has always been done'.
- Needs to be driven from Management

Rewards of embracing Digital into your DNA

- Increased sustainable revenue.
- Improved communication both internally and externally.
- Enhanced user experience - customers and staff.
- Better reporting & visibility for future planning and decision making

The Customer Experience is the new competitive battleground.

- The 'Exponential Age' is already here.
- Millennials are a huge part of it and they are 'connected'.
- Common thread = technology



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Always be
Helping!"*

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