

Your Partner in Digital

Specialists in the Funeral Industry

adtrak.





Forward Thinking Lead Generation

We help funeral directors get more customers through strategic digital marketing.

- ▶ We work with **36 funeral directors**
- ▶ We generated over **6,600 leads** for these clients in 2019
- ▶ This produced over **£26.9 million** in overall revenue
- ▶ This is an average of over **£747,000** per client

Looking for more leads for your business? **Lets work together.**

EST. 1924
A.ELFES LTD
MEMORIAL GROUP

TDM
FUNERAL SERVICES

BOWLEY & GALLAGHER
INDEPENDENT FAMILY FUNERAL DIRECTORS AND MONUMENTAL MASONRY

CHURCH VIEW
FUNERAL SERVICES

ANDREW JOHNSON
FUNERAL SERVICES

BIRDS FAMILY
FUNERAL
DIRECTORS



GORE BROTHERS LTD
HELPING YOU IN YOUR TIME OF NEED

We Understand Your Industry

We're specialists within the funeral industry and provide digital transformation for our clients.

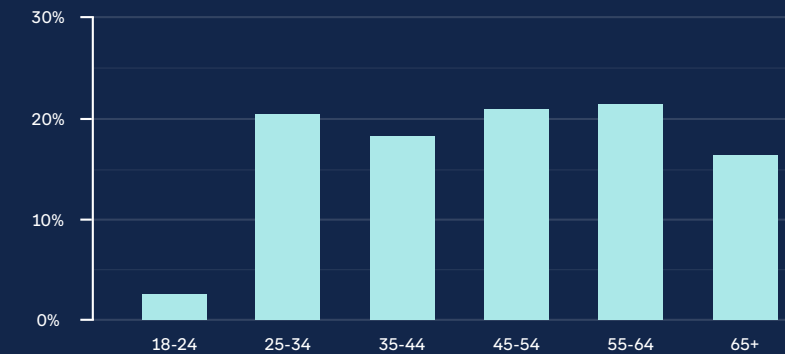
- ▶ The funeral industry is worth **£2 billion** per year
- ▶ There are **4,480** funeral directors in the UK - and growing
- ▶ Market growth is at **8.1%** per year

0115 959 8900 | hello@adtrak.co.uk | www.adtrak.co.uk



Market Demographics

Age



Gender



Conversions (E-commerce)

488.7

Avg. Monthly
Conversions

October

Month with the
Most Conversions

Monday

Day of the Week with
the Most Conversions

11AM

Time of Day with the
Most Conversions

Conversions (Web only)

50.0

Avg. Monthly
Conversions

October

Month with the
Most Conversions

Tuesday

Day of the Week with
the Most Conversions

12PM

Time of Day with the
Most Conversions



Digital Strategies Designed For Success

Technology has fundamentally altered the way we search for funeral services.

The customer is now online, making the search engine results pages incredibly competitive.

On average:

- ▶ There are **27,100** monthly Google searches for 'funeral' in the UK
- ▶ There are **14,800** monthly Google searches for 'funeral plans' in the UK
- ▶ There are **14,800** monthly Google searches for 'funeral directors' in the UK



Case Study: TDM Funeral Services

► The Strategy

TDM Funeral Services are a family-run business specialising in affordable funerals. Based in Dover, Kent, they cover the entire South East of England.

Following the development of a brand new website, we implemented an SEO strategy which focused on boosting their local presence. As such, we used local SEO techniques to target people searching for funeral services and funeral directors within the areas in and around Dover.

► The Results

The TDM Funeral Services website went live at the end of October 2019. From then until the end of 2019, they got an impressive **322 leads from their website**. On average, the new website receives **414 visits per month**.



322

website leads
in two months

414

website visits
per month

Case Study: Button & Family Funeral Services

► The Strategy

Based in Chatham, Kent, Button & Family Funeral Services are an independent, family-run business.

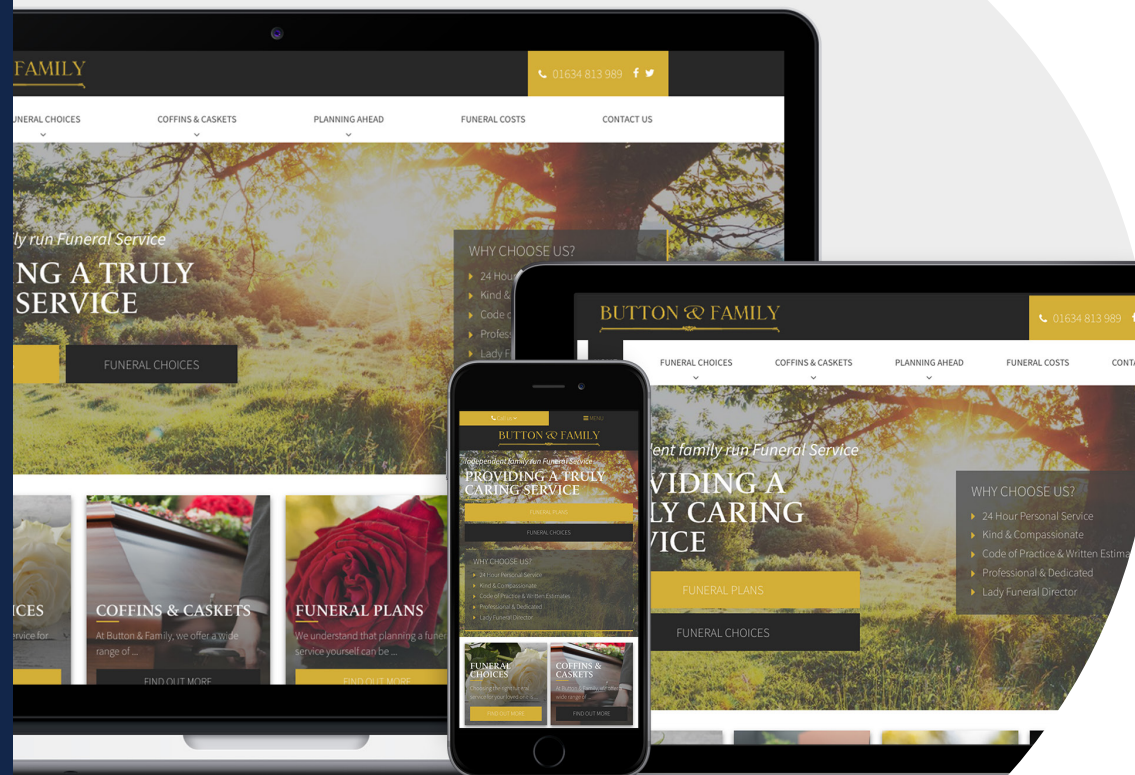
We created a brand new website for them which is fully responsive, looks professional and is quick and easy to use. We also focused on boosting their visibility within the Search Engine Results Pages and, as such, implemented an SEO plan targeting areas with high search volume for funeral related keywords.

► The Results

Button & Family Funeral Services have seen fantastic results since the implementation of our services. Looking specifically at website traffic, it has increased by a significant 86% (when comparing the start and end of 2019).

86%

► increase in
website traffic



“Adtrak have been working alongside us for two years now. They completely redesigned our website and work very hard making sure our online presence is strong. Since the inception of our partnership, the visitors to our website have not only grown in number but also in length of stay. Our website is now the best performing site of its kind in our area and our clients are also reporting how good and useful they find it.”

Andrea Button, Director,
Button & Family Funeral Services

Who We Are

We provide intelligent, performance-driven marketing solutions for businesses looking to succeed online.

Our websites are built to perform. Our multi-channels strategies are targeted. Our brand campaigns make an impact. We help businesses to maximise their digital potential and achieve profitable lead generation.

Our Values

Simplicity

We believe in straight-forward strategies with real results.

Visibility

Our transparent approach ensures complete visibility in the way we work.

Performance

We're a results-driven marketing agency with data at our core.

What Adtrak Do:



Web Design & Development



Social Marketing



Copywriting



Internet Marketing



Graphic Design & Branding



Telecoms



Paid Marketing



Photography & Videography

Our Approach

1

Understand

Our starting point is you. We spend time getting to know your business, its challenges and your goals.

2

Plan

We listen, then we create. We explore different approaches, techniques and strategies based on your needs.

3

Deliver

Our experts work collaboratively to build a complete and effective web design and digital marketing solution.

4

Evaluate

We prioritise measurable results and will report, analyse, test, assess, tweak and develop continuously.



Get in touch today on 0115 959 8900



Forward Thinking Lead Generation. Let's Work Together.

Contact Adtrak today and find out how we can grow your business online.

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