Your guide to hosting a successful funeral home open day



Tips, advice, and a check list for how you can skyrocket attendance and engagement at your open day as a funeral director.

Trusted within the funeral sector

FBCA
Federation of Burial & Cremation Authorities

For more enquiries, you can email us at hello@sophiehadley.co.uk

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A reminder of the main points from the blog post, follow these key steps to give your marketing efforts the best opportunity, and don't forget we are here to support and advise as needed.

Set a goal

What is the purpose of your open day? Are you aiming to engage with your local community? To open up conversations around grief and loss, or to create a community of those united by loss?

Have this goal in mind when moving onto the next steps -come back to it regularly and ensure that the following steps align with your goal.

Who is your target audience?

Who would you like to visit you on your open day? What is their age range? Or where do they live? Asking these questions will help you to tailor your marketing efforts to better succeed.

For example, if you are wanting to attract those between the ages of 18 - 25, TikTok would be a good channel to use to promote your open day.

Make a marketing plan

See below!

Analyse, measure and adapt

The most important thing!

Do not blindly implement a plan and never see if it's working. You will have made assumptions on how to reach your target audience based on age / location etc, people don't fit into data nicely most of the time.

Have you had any negative feedback? Or can you compare data from your last open day to create a benchmark? Can you give visitors a place to leave feedback to improve for next year?

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Open Day Marketing Plan Outline (Things to think about)

When will your open day be held and at what time?

Who would you like to attract? (Think of your ideal visitor -where do they live? What age are they? Would you like families to visit?)

Where can you find your potential visitors online? (What social media channels are they most likely to use?)

What is the "call to action" for a member of the public to attend? What will they get from attending? Try to sum it up on a sentence!

How often will you post on social media?

Your marketing materials check list

- [ ] A poster to display in your premises
- [ ] An online version of your poster? Yourself or a third party?
- [ ] A way for guests to RSVP? Email? Online?
- [ ] Do you have branded freebies to give away? (e.g. pens, business cards, etc)
- [ ] Do you have access to all of your branding? (Logo, font, colour palette etc)
- [ ] Do you have contacts for your local paper, magazine, or news channel?
- [ ] Information leaflets / booklets to give away?

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Your Opportunity Check list

Things to consider when hosting your open day. This list is a starting point to give you ideas and help you not miss key marketing opportunities!

01	Have you checked for community groups to share your open day invite with?	☐
02	Have you spoken to your local paper or a community journalist to invite them to attend or share the invitation?	☐
03	Consider asking Crematoria for support, attendance or the opportunity to bring their own marketing materials too.	☐
04	Consider inviting your most frequently requested celebrants or clergy to attend and bring information about their services	☐
05	Do you have information to give away? (About your services, pricing and bereavement support)	☐
06	Consider extending an invitation to your local mayor or MP to give them the opportunity to learn about your services	☐
07	Can you invite bereavement charities such as Cruse or Sands to attend or send information that could benefit visitors?	☐
08	Will you be raising money for a charity on the day? Can you get their support and involvement in sharing your open day?	☐

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Your Opportunity Check list Continued...

09	Is there a local paper, community hall / forum or magazine you can advertise your open day in?	☐
10	Consider boosting the reach of your social media posts by paying for adverts online on Facebook or Google	☐
11	Would local stone masons like the opportunity to share some of their products? Or grave cleaning services?	☐
12	Would your local news show be interested in sharing your open day? Especially given the negative press for funeral directors	☐
13	Could you ask your hospital bereavement office to share the poster?	☐
14	Could you make a video of you talking about your open day at your funeral home to share online?	☐
15	Consider writing a blog post about your open day with what will be happening, what to expect and any FAQ's	☐
16	Offer an invitation to recent or previous clients, to give them a chance to reconnect with you and see your premises differently	☐
17	Can you include a memorial service or place to leave memorial tags / letters at the same time? Such as unveiling a "letters to heaven post box" or new family space area?	☐

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