

How to Leverage Your Capturing Online Digital Brand to Attract Quick-Converting Leads

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Marketing Monitoring

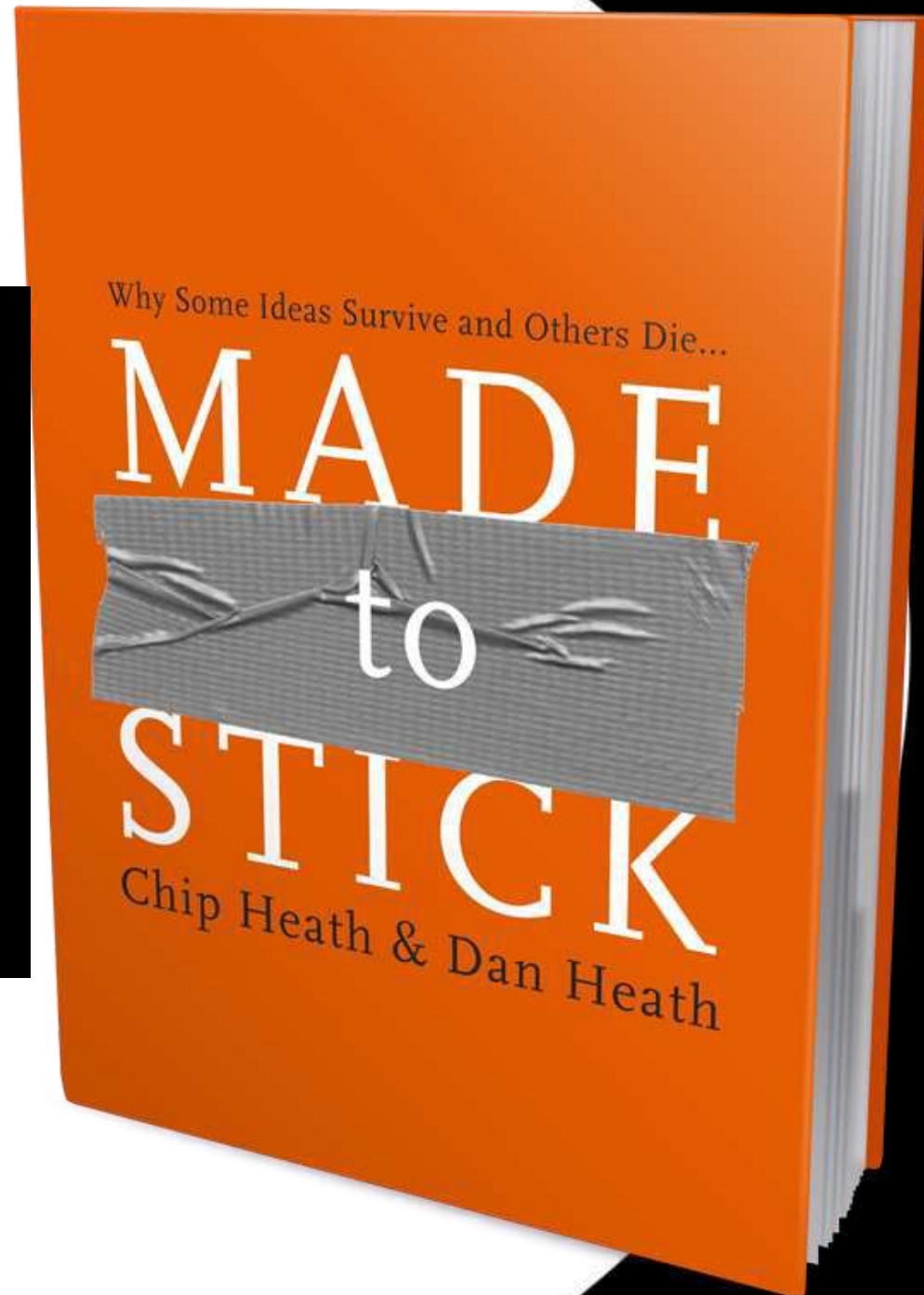


Messaging

Through the eyes of a new visitor

The **Curse of Knowledge**: when we are given knowledge, it is impossible to imagine what it's like to **LACK** that knowledge.

- Chip Heath





It Depends

eFuneral Subscriptions

eFuneral Payout is designed to reward you for your investment today. By signing up for eFuneral Payout you will receive the highest upfront payment today for each preneed sold. There are three tiers for eFuneral Payout with the commission potential growing at each subsequent tier. In addition, the growth on the policy will increase with a paid subscription.

Partner

Free
forever

Guaranteed commission as high as
7.70%
of face amount.

Not eligible for earned commission.

Potential Commission of **7.70%**

Growth rates up to 1.60%

Preferred

\$149
per month

Guaranteed commission as high as
7.70%
of face amount.

Earned commission as high as **2.1%**
of face amount.

Potential Commission of **9.80%**

Growth rates up to 1.65%

With added features including:

- White-labeled sales platform
- Dynamically priced packages
- Ala Carte Sales

Preferred +

\$299
per month

Guaranteed commission as high as
7.70%
of face amount.

Earned commission as high as **6.3%**
of face amount.

Potential Commission of **14.0%**

Growth rates up to 1.65%

With added features including:

- White-labeled sales platform
- Dynamically priced packages
- Ala Carte Sales

All tiers include:

- No Credit Card transaction fees
- eFuneral branded store
- Direct deposit commissions
- In person guided sales
- Package Pricing Option
- Dedicated eFuneral Sales Agent



Pricing & Service Tiers

We have options to best suit the needs of any funeral services provider, whether you're the sole proprietor of a single location or part of the management team of a large corporation.

PARTNER

\$0

MONTHLY

All Partner Benefits plus

Good Commissions

At-Need Services

4% + \$5

Abandoned Carts

\$20 per lead

eFuneral Branded Experience



PREFERRED

\$149

MONTHLY

All Partner Benefits plus

Best Commissions

At-Need Services

3.5% + \$5

Abandoned Carts

\$15 per lead

Funeral Home Branded Experience



PREFERRED +

\$299

MONTHLY

All Preferred Benefits plus

Best Commissions

with bonus

At-Need Services

3% + \$5

Abandoned Carts

\$10 per lead

Funeral Home Branded Experience





Where are you suffering from the Curse of Knowledge?

Offering

Everyone wants to know What's In It For Me? (WIIFM)





You are in

Get Session

Plan Your Path

With Acme Cares

Watch Video

Provide us with a little bit of information so we can customize your experience.

First Name

Last Name

First Name

Last Name

Email Address

Email

Submit

Maybe Later



You are in the demo environment. Please do not use any real information. [Reset Session](#)

When will you need our services?

- ☐ Now: I have lost a loved one
- ☐ Imminently: I'm planning for the final stages of life (within 6 months)
- ☒ In the future: I'm planning ahead (beyond 6 months)



Continue



You are in the demo environment. Please do not use any real information. [Reset Session](#)

Choose your package

Below you will find our package options that meet your selection.



Select Cremation

\$3,315.00

Select Package

Our Select Cremation is for those looking for more assistance than just a cremation service. Our Select Cremation includes everything in just the Cremation plus:

[Show more details](#)

Value Cremation

\$4,315.00

Select Package

Our Value Cremation is for the family looking for a more complete service at an affordable price. It includes everything in our Select Cremation with the addition of:

[Show more details](#)

Traditional Cremation

\$6,050.00

Select Package

Our Traditional Cremation is for those looking for a full service cremation with the cremation occurring after the memorial service. The Traditional Cremation

[Show more details](#)

If you don't see an offering that suits you please contact us and one of our team members will assist you in customizing a solution.



Continue

You are in the demo environment. Please do not use any real information. [Reset Session](#)

Select your cremation container



Longley

\$1,900.00

[Show more details](#)

Select



Norwood Rental

\$975.00

[Show more details](#)

Select



Norfolk

\$395.00

[Show more details](#)

Selected



First Step

\$295.00

[Show more details](#)

Select



Brown Cardboard
Box

\$95.00

[Show more details](#)

Select

Continue

You are in the demo environment. Please do not use any real information. [Reset Session](#)

Select your urn



Amerst Walnut Urn \$325.00
[Show more details](#)

Select



Tiger Eye \$325.00
[Show more details](#)

Selected



Sheffield Chest \$290.00
[Show more details](#)

Select



Ceylon \$270.00



Scroll \$250.00



In Flight - Large \$195.00

You are in the demo environment. Please do not use any real information. [Reset Session](#)

Your Selections

Below is a summary of the services you have selected. Please make any changes to your selections now before hitting continue. Making changes later in the process will require you to start over from the beginning.

Total	\$4,791.00
Professional Services	select a different package
Basic Services	\$1,750.00
Memorial Service	\$450.00
Crematory Fee	\$300.00
Private Family Viewing	\$275.00
Visitation before Service	\$250.00
Preparation of body	\$100.00
Refrigeration	\$50.00
Transportation	select a different package
Transfer	\$250.00
Service Vehicle	\$150.00
Cremation Container	change
Norfolk	\$395.00
Urn	change
Tiger Eye	\$325.00
Additional Items	change
Tribute Video	\$250.00
Acknowledgement Cards (per 100)	\$100.00
Prayer Cards (per 50)	\$100.00
Funeral Total	
Subtotal	\$4,745.00
Sales Tax	\$46.00
Total Amount	\$4,791.00

[Continue](#)

You are in the demo environment. Please do not use any real information. [Reset Session](#)

This arrangement is being planned by...

Please provide us with the following information about yourself.

Title	First Name	Middle Name	Last Name
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Address Line 1			
<input type="text"/>			
+ Address Line 2 (Optional)			
City	State	Zip Code	
<input type="text"/>	<input type="text"/>	<input type="text"/>	
Email	Phone Number Format: (123) 456-7890		
<input type="text"/>	<input type="text"/>		
Social Security Number ⓘ ⓘ	Gender	Birthday	
<input type="text"/>	<input type="text"/>	<input type="text"/>	



Continue

You are in the demo environment. Please do not use any real information. [Reset Session](#)

This arrangement is being planned by...

Please provide us with the following information about yourself.

Title	First Name	Middle Name	Last Name
<input type="text"/>	<input type="text" value="John"/>	<input type="text"/>	<input type="text" value="Smith"/>

Address Line 1

Address Line 2 (Optional)

City	State	Zip Code
<input type="text" value="Des Moines"/>	<input type="text" value="IA"/>	<input type="text" value="50312"/>

Email	Phone Number <small>Format: (123) 456-7890</small>
<input type="text" value="Partner@efuneral.com"/>	<input type="text" value="(515) 305-2700"/>

Social Security Number	Gender	Birthday
<input type="text" value="*****"/>	<input type="text" value="Female"/>	<input type="text" value="08/01/2016"/>



Continue



Giving something of value
is a deposit in the trust
bank



Are you asking for engagement prior to providing value?

Pre-Planning Form

Your Contact Information

I am planning for*

Myself

Your Name*

Your Email*

Your Phone*

Personal Information

First Name*

Last Name*

Address

City

State/Province

Postal Code

Country

Place of Birth

Date of Birth

Gender

Please Select

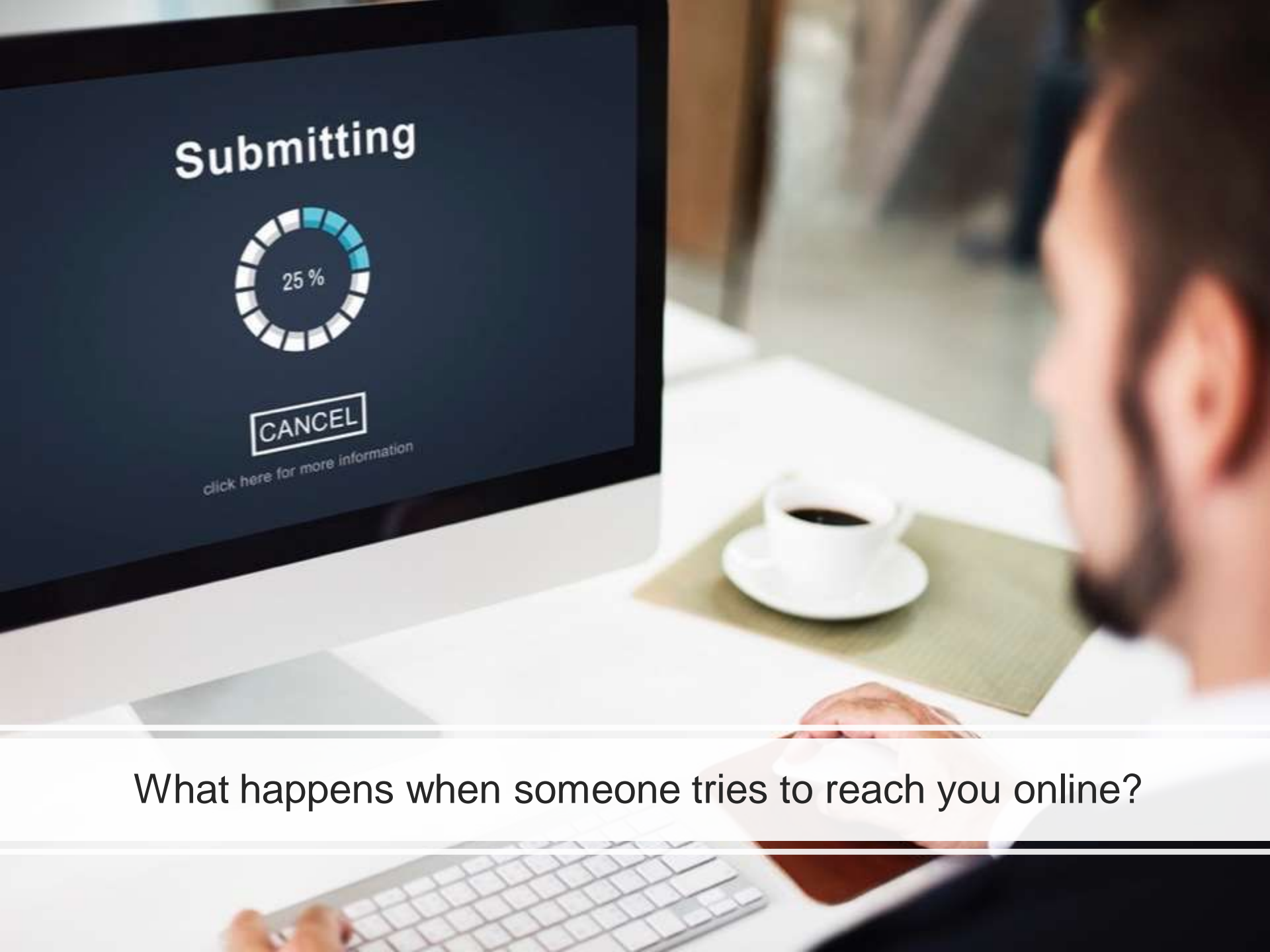
Citizenship

Closing

You have the lead. Now the important part.







What happens when someone tries to reach you online?



