





ROBIN HEPPPELL

MARKETING & STRATEGY EXPERT

CONTACT

-  250-744-3595
-  robin@hepppellmedia.com
-  Victoria, BC
-  HepppellMedia.com

EDUCATION

ROYAL ROADS UNIV.
BComm Entr. Mgmt.
2002 - 2004

ADV ED & TRNG (BC)
Funeral Direct. & Embalm.
1987 - 1989

CERTIFICATION

GOOGLE ADS PARTNER
Google
2015

GOOGLE ANALYTICS
Google
2017

CELEBRANT
In-Sight Institute
2003

CFSP
Academy Fun. Serv. Pract.
2006

CREMATORY OPERATOR
Cremation Strategies & Con.
2017

ABOUT ME

For the past 26 years, I have continually increased my knowledge and applied my expertise in marketing and strategy with local and professional businesses. Most of my experience has been in the funeral industry which has made me navigate the sensitivity constraints and ethical circumstances of marketing to grieving families. In the last 15 years, I founded and operated a digital marketing agency.

EXPERIENCE

FUNERAL BOARDROOM, FUNERAL FUTURIST & FUNERAL GURUS, 2004 – PRESENT
Funeral Marketing, Strategic Consulting & Training

Funeral Boardroom (1 on 1 consulting):

- Provide fractional CMO (Chief Marketing Officer) services for funeral firms
- Conduct Marketing Audits for all marketing and advertising activities
- Identify best marketing channels for client's message and market
- Conduct competitive analysis and develop strategy to beat competition
- Work with funeral home owners on issues they want to brainstorm and execute
- *Examples: pros and cons of new technologies, structure strategic partnerships, explore new opportunities like online cremation, create a system to cultivate online reviews, review direct mail pieces, choose CRM systems*

Funeral Futurist (general consulting and training):

- Present funeral related topics at 46 international conferences
- Operate live seminars (Funeral Rock Stars, Funeral Marketing Blueprint & Cremation Conference) and manage all logistics including marketing, venue & catering, printing materials, registration and presenting all topics
- Facilitated and managed multi-million dollar trust rollovers

Funeral Gurus (training):

- Developed & currently facilitate membership website for professionals
- Conducted over 150 CEU & training seminars via webinar

FUNERAL RESULTS MARKETING, 2008 – 2022

Digital Marketing Agency for Funeral Service

Founded and managed company with 9 remote team members in North America & Philippines. Clients are funeral homes, cremation providers & vendors

- Created & implemented new strategies like Google-friendly obits and Get-Paid-First online cremation arrangements
- Created library of standard operating procedures for virtual team members
- Conducted strategic analysis of online market to incorporate strengths
- Created, managed and optimized Google Ads accounts
- Analyzed Google ranking and implement Local SEO best practices

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MARKETING & STRATEGY EXPERT

EXPERTISE

Marketing Execution

Competitive Analysis

Local SEO

Google Ads

Reputation Management

Google Analytics

Lead Capture & Magnets

Email Marketing

CRM Segmenting

Copywriting

Ad Writing

Webinars

Podcasts

Google Business Profile

Live Event Planning

Video Marketing

SOCIAL MEDIA

Facebook (2007)

3,322 friends

LinkedIn (2007)

5,378 connections

YouTube (2007)

230,373 views

Twitter (2008)

3,142 followers

EXPERIENCE CONT.

McCALL GARDENS FUNERAL & CREMATION SERVICES, 1986 - 2009

Funeral Director, Arranger, Embalmer, Preneed Sales and Management

Formerly McCall Bros. Funeral Directors – high volume (800+ calls) - located in Victoria, BC in a highly competitive, high cremation (92% cremation) market.

Funeral Director, Arranger & Embalmer

- Served in all capacities of the funeral home at a higher than normal volume of interactions based on number of calls and high traditional cremation mix
 - Arranged over 1,000 at-need calls
 - Embalmed over 500 deceased persons

Preneed Sales and Management

- Sold funeral plans, cemetery lots, monuments and travel assurance
 - Closed over 1,500 pre-need leads
- Rated in the Top 10 in sales in North America for NSM's Monumental Life Plan
- Ranked # 1 in 1997 despite having lowest funeral cost average
- Performed 7 KPI analysis and created reports of pre-need program
- Supervised and trained funeral directors, sales reps and support staff in all areas of funeral home and cemetery pre-need

Marketing, Management and Technological Duties at McCalls

- Facilitated all forms of marketing: direct mail, print, radio, television, ppc
- Led development of first website in 1996 and all subsequent websites
- Facilitated the implementation of Celebrant services and the role of Emcee
- Developed in-house call management database & form creation with Paradox

ALDOR SOLUTIONS CORPORATION, 2002 - 2006

Sales and Funeral Industry Expert

- Sold custom websites with obituary modules for Canada
- Sold FDMS and assisted in custom applications
- Consulted on new products and marketing language for funeral homes

FROM DAVID MCCALL

Rob have given us excellent service and innovative solutions to the challenges we have faced in a highly competitive cremation market. He has not wavered in his approach to finding a balance between successful client family relations and the needs of our firm. Whether it be marketing strategies or hints on customer service and messaging, he has excelled. He particularly knows the cremation customer's expectations and mindset.

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SPEAKING ENGAGEMENTS

NATIONAL / INTERNATIONAL

ICCFA 2022,19, 12, 11, 10, 09,
08, 07
TanExpo (Italy) 2018
Funeral Rock Stars 2015, 14, 13
OGR 2015, 12, 09
NFDA 2013, 10
Funeral Bootcamp 2013
ICCFAU 2012, 11
FSAC 2011, 06
FPC 2010, 08
CANA 2007
CCFS 2010, 07
SIFH 2008

REGIONAL

Crematory Leadership 2016
IFHV 2016
IFDF 2014
People's Memorial 2012
LA County FDs 2012
OFDA 2011 (Ohio)
UFDA 2011
SFLIC 2010
LIC 2010
OACFP 2010
Tri State Northern Rockies 2010
AFD 2009
OFSA 2009
NJSFDA 2009
FDAKY 2009
NYSFDA 2008
OFDA 2008 (Oregon)
IFDA 2008
FSABC 2006

MARKETING & LEADERSHIP ROLES

MARKETING

- Implement all forms of marketing to promote various business units including:
 - copywriting, headline & ad writing, lead pages & magnets, lead segmentation, email marketing, apply sequences & campaigns, article writing, press release submission, video marketing, podcasts & webinars

LEADERSHIP

- Served on Board of Trustees (Academy of Professional Funeral Service Practice)
- Created business management courses (Canadian College of Funeral Service)
- Served as funeral sector member (Funeral Profession Coalition Council of Canada)
- Selected as Canadian component (NSM Preneed Marketing Group)
- Created marketing courses for cemeterians and funeral directors (ICCFAU)

NON-FUNERAL HIGHLIGHTS

- Member of the four-person Case Competition Team (Royal Roads University)
- Member of Internet Entrepreneur Panel for MBA & BComm Learners (UVic)
- Led Internet Marketing workshops for First Nation Entrepreneurs (UVic)
- Served as Worshipful Master of Confederation Lodge (Grand Lodge of BC)
- Served as Elder (8 years) and Roll Clerk (3 years) (St. Andrew's Presbyterian Church)
- Appointed as Head Coach (3 years) & Assistant Coach (5 years) (Victoria Minor Hockey)

FROM TODD VAN BECK

Hepppell has the knowledge and experience to blend his admirable funeral experience and his unquestioned dedication to funeral service and link this vast treasure trove of experiential expertise to today's Internet savvy consumer. Hepppell is the great communicator and he has helped to guide and mentor scores of funeral homes with the results being that his funeral home client's present themselves in an enhanced manner, in an ever-changing market, to capture more service calls. Hepppell's footprint on his client firms is proof of the adage that "Not all funeral homes are the same."

FROM JOHN MCQUEEN

Rob used to work with me as far as doing work for my funeral home when I had it and I attribute a lot of our great success and growth to the efforts that Rob put forth. He is definitely a guru.