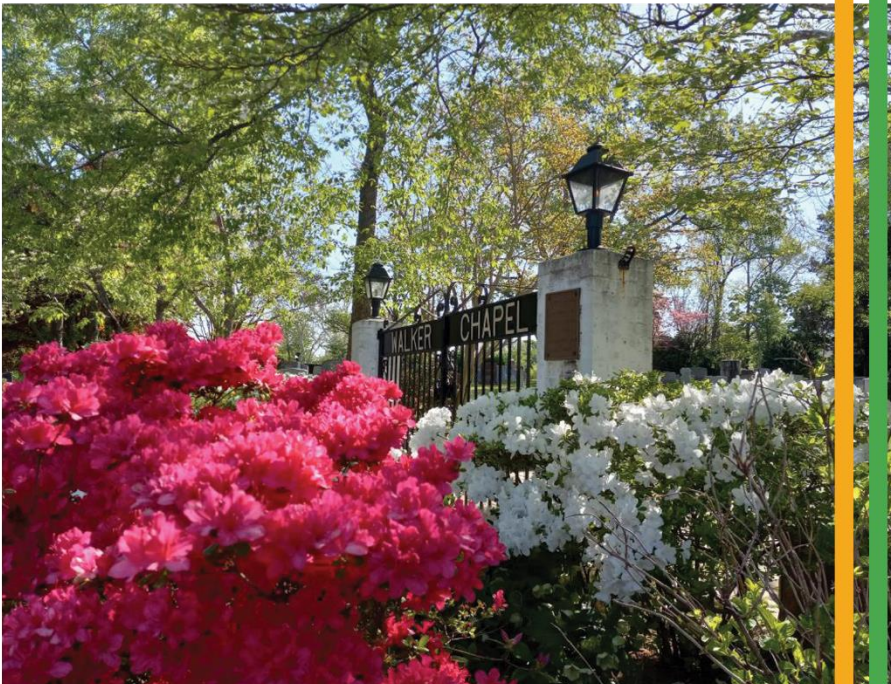


# Marketing Plan



*Walker Chapel Historic Cemetery*

June 2024 to December 2025



Walker Chapel UMC  
4102 N. Glebe Road  
Arlington, VA 22207  
703-538-5200  
[www.walkerchapel.org](http://www.walkerchapel.org)  
[www.chapelcemetery.org](http://www.chapelcemetery.org)

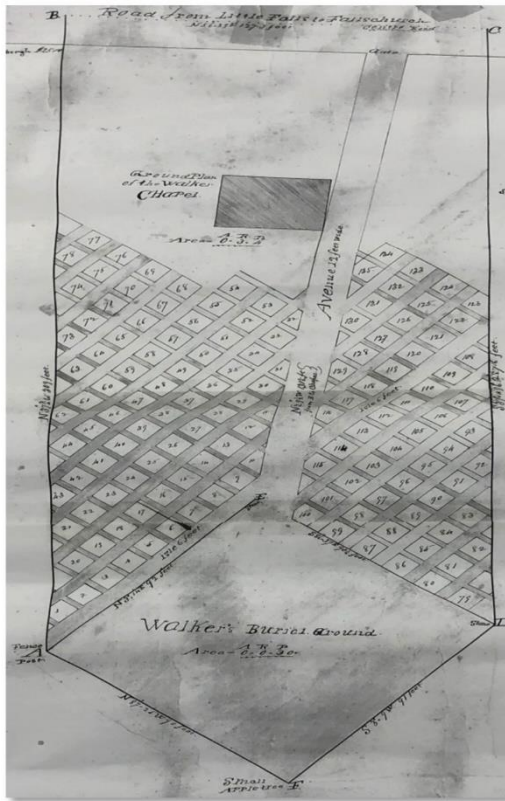
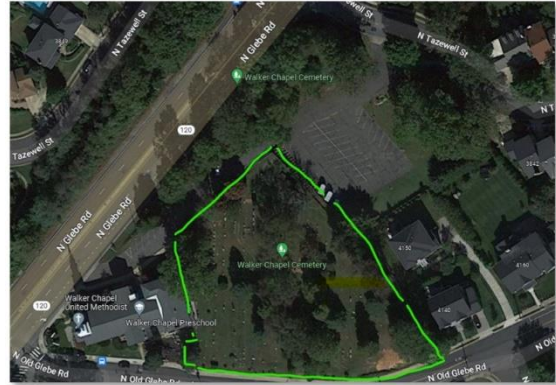
# Walker Chapel Historic Cemetery Marketing Plan

## Chapter 1: Business Summary

Welcome to the

### *Walker Chapel Historic Cemetery*

a sacred space nestled within the serene embrace of Arlington County. Steeped in history and tradition, our cemetery offers a tranquil final resting place for cherished memories to endure through generations.



Seen from above, the Walker Chapel Historic Cemetery is located within the green outline. The approximate location of the original Walker family Burial Ground is in the lower right corner of the Cemetery.

Established in the 1800s, Walker Chapel Historic Cemetery traces its roots back to the founding families of Walker Chapel. What began as humble gatherings in homes evolved into a steadfast beacon of faith and community. The entire grounds, spanning 92,400 square feet, hold significance and are designated as an Arlington Historical District.

At Walker Chapel, we honor the legacy of those who came before us. The earliest recorded burial dates to 1848, marking the beginning of a sacred journey that continues to this day. As stewards of this sacred ground, the Walker Chapel Board of Trustees ensures that every aspect of our cemetery reflects the reverence and respect befitting of its heritage.

Rooted in the principles of the United Methodist Church, Walker Chapel Historic Cemetery operates with integrity and compassion. Our policies and procedures uphold the sanctity of burial grounds, providing solace and support to families during their time of need. We adhere to the Methodist *Book of Discipline*, and embrace the spirit of community, welcoming all who seek solace within our hallowed grounds.

## Walker Chapel Historic Cemetery Marketing Plan

At Walker Chapel Historic Cemetery, we offer a range of services tailored to meet the diverse needs of our community. The *Columbarium Guide* explains those services and the policies, procedures, and guidelines that define us. For more information about our services, and pricing, or to schedule a visit, please visit our website at [www.thecolumbarium.org](http://www.thecolumbarium.org). Our dedicated staff and volunteers are ready to assist you in person, over the phone, via email, or when you visit. At Walker Chapel Historic Cemetery, we are honored to be entrusted with your cherished memories, and we pledge to serve you with the utmost care and reverence.

### SWOT Analysis

SWOT analysis is a strategic planning and strategic management technique used to help a person or organization identify **S**trengths, **W**eaknesses, **O**pportunities, and **T**hreats related to business competition or project planning.

As the Walker Chapel Historic Cemetery's marketing team, we want to help the **brand** lean into what it does well, improve what it doesn't, capitalize on what it can do, and defend against what could challenge it. With that in mind, the following is our SWOT analysis for the balance of 2024.

Strengths	Weaknesses
Faith, determination, income stream, funding, congregation support	Low participation, little time, limited knowledge & skills
Opportunities	Threats
No Columbarium near us, wealthy neighborhood, increasing popularity in cremation, high-profile cemetery	Apathy, prior commitments, uncomfortable with cemetery & death, low customer awareness & engagement, lack of marketing knowledge

## Walker Chapel Historic Cemetery Marketing Plan

### 2024 Initiatives

The Cemetery has built a service, a ministry, which is private, personal, and compassionate. The family, the individual, the gathering of friends is what is important...people matter...and faithfully communicating with them is our primary objective. Caring for the beauty and serenity of our cemetery grounds, graves, stones, trees, and flowers is our second objective. These objectives have been achieved in the first half of 2024. Now it is time to take the next step in 2024 and become the premier eternal resting place for those wishing to be inurned in a Christian Historic Cemetery in Arlington, Virginia.

Complete HCP Phase I and CELEBRATE!!!!	
Description	Complete the HCP Phase I replacement of the retaining wall, building the 1,000-year stone wall topped with three Eickhoff columbaria, the landscaping by Andy's Lawn Service & Merrifield Gardens, the GA electrical upgrade, and repaving has been completed.
Goal of Initiative	To replace a collapsing retaining wall and to add columbarium niches available to all our friends and neighbors
Metrics to Measure Success	Start of licensing, dedication celebration scheduled, new landscape survives the hot summer, and the transfer of the property to the Cemetery Ministry Team's Operations Team for eternal care.

Implement teams for Marketing, Sales, Support & Operations	
Description	The cemetery is transitioning from a slow-moving, one volunteer committee to a full-service cemetery ministry team with a division of labor between teams for marketing, sales, support and Operations.
Goal of Initiative	To serve the community with quality engagement and results
Metrics to Measure Success	Each of the four teams has their own metrics. Marketing is the completion of the marketing plan, implementation of the initiatives, and production of high-quality marketing digital and hard-copy materials for distribution. Sales is

## Walker Chapel Historic Cemetery Marketing Plan

	measured by the number of ROI Licenses they complete. Support is measured by the quality of service and efficiency they demonstrate for interments and inurnments. Operations is measured by the continued enhancement of the cemetery and the preservation of our garden of sanctity and peace.
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Create Neighborhood Teams	
Description	The scope of the marketing plan is the MDV...Maryland, DC, and Virginia but will focus on the neighborhoods, retirement residences, churches, and commercial organizations near us. For each area a volunteer liaison experienced and knowledgeable in the neighborhood will be established.
Goal of Initiative	To advise marketing on the best communication channels to use for the specific neighborhood, to identify the people for marketing to contact, and to customize the marketing message and materials neighborhood by neighborhood.
Metrics to Measure Success	The number of neighborhood teams formed, the effectiveness in identifying communication channels, the placing of marketing messages and materials in the channel, and, most important, the number of qualified leads resulting.

Complete the Websites with SEO and integrate with Facebook and YouTube	
Description	A new marketing-oriented website is being built for the Columbarium.
Goal of Initiative	To manage the message about the columbarium, to reach more people, to rank higher in Google, to get more clicks to our website, and to complete the customer journey from first contact to ROI License for more of our neighbors.
Metrics to Measure Success	A fast, beautiful, effective website as measured by visitor statistics. High ranking by Google in visitor searches. A flow of customers taking the customer journey. The number of ROI Licenses issued for the Columbaria.

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Implement the Bigin Customer Relations Management (CRM) system	
Description	The Bigin CMS is an unusually robust CMS given that it is intended for small businesses and costs less than others. You can read about Bigin at <a href="https://www.bigin.com">https://www.bigin.com</a> Bigin is a product of Zoho which has a much larger Zoho CRM and is a well-known and respected supplier of quality software.
Goal of Initiative	To be responsive and aggressively pursue new contacts as they enter the Columbarium Customer Journey.
Metrics to Measure Success	Number of deals in process through out the pipeline, the time to move from stage to stage, customer satisfaction ratings ☆ ☆ ☆ ☆ ☆.