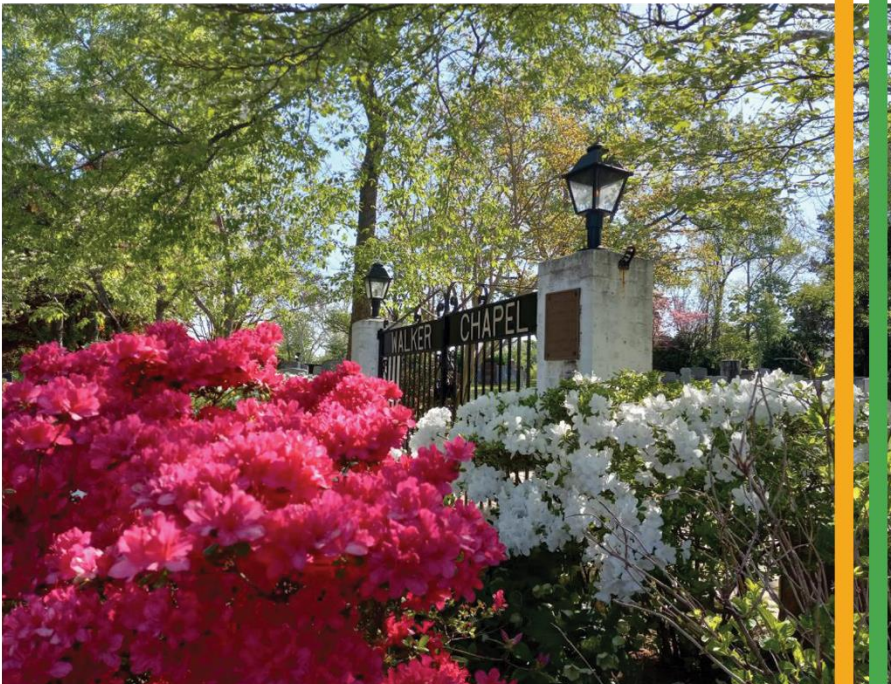


# Marketing Plan



*Walker Chapel Historic Cemetery*

June 2024 to December 2025



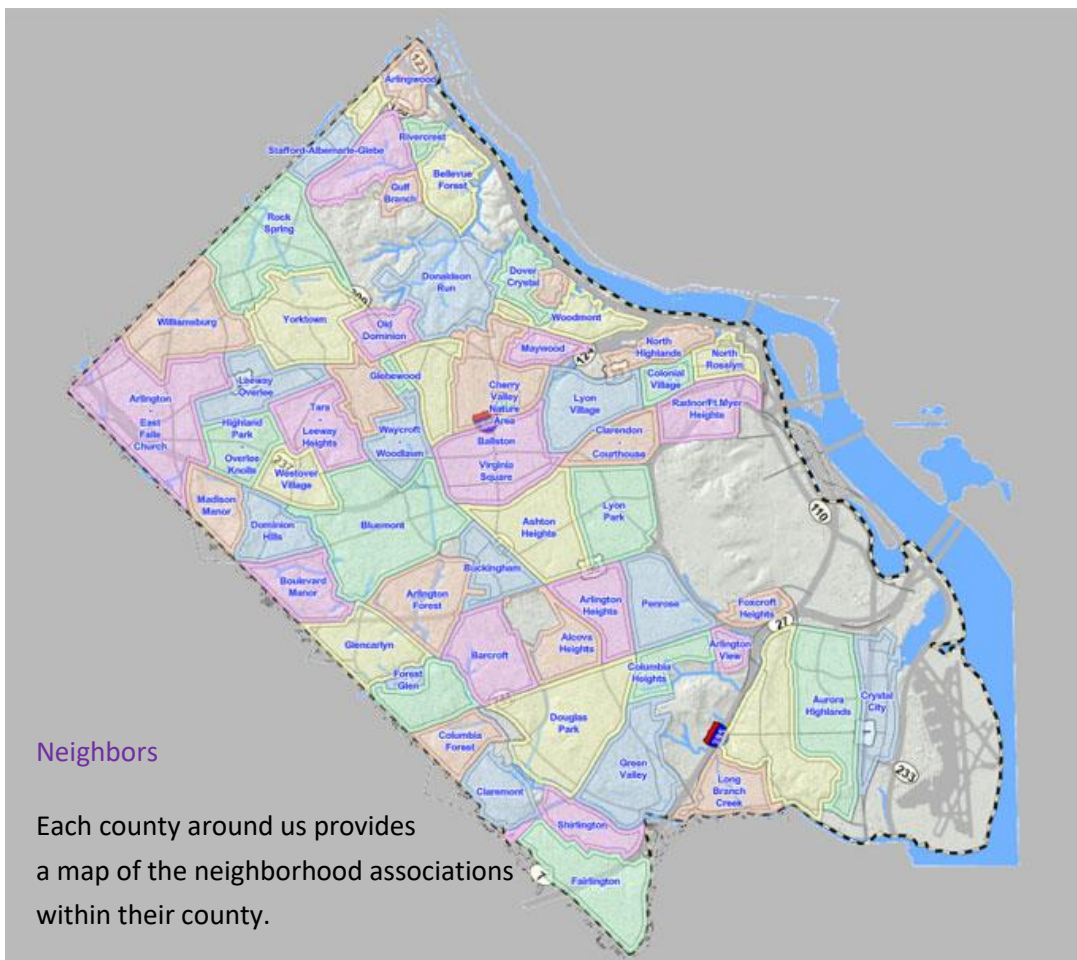
Walker Chapel UMC  
4102 N. Glebe Road  
Arlington, VA 22207  
703-538-5200  
[www.walkerchapel.org](http://www.walkerchapel.org)  
[www.chapelcemetery.org](http://www.chapelcemetery.org)

# Walker Chapel Historic Cemetery Marketing Plan

## Chapter 2: Target Market

### Licensee Prospects

In the balance of 2024, we will be targeting communities where we will license Right of Inurnment Licenses to families, neighbors, and individuals wishing to rest in the Columbarium in our historic Christian cemetery.



<https://experience.arcgis.com/experience/a9990f1fe2924fefac18b6f323ee7c87/>

Our approach will be to seek out individuals that actually live in one of these neighborhoods and ask them to analyze the optimal communication channels to reach the residents.

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We will search for Neighborhood Team liaisons within Walker Chapel. As we connect with another church, we will repeat the search within that church. We will ask for volunteers using NextDoor.com. Later, when we see a neighborhood we would like to penetrate and no liaison comes forth, we will contact the neighborhood association directly to build a bridge to the Cemetery. As we promote the Columbarium in that neighborhood, we will ask someone to come forth and be the liaison.

Arlington also maintains a directory of multifamily complexes. We will start with just a few and visit the complex management. Perhaps they have an information display where we could place a trifold, a bulletin board, or support live presentations to a group of residents. It is an unknown marketplace, and we will have to take a journey of discovery.

Complex Name	Units	Type	Address	Owner or Condo President	Management Contact
1323 N QUINCY ST APPTS	201	Apt	1323 N QUINCY ST	TEN TWENTY NORTH QUINCY	ar
3322 N FALLSIDE AUTO PARTS	116	Apt	1323 N FALLSIDE ST	FALLSIDE LLC	
1300 N KENILWORTH ST	7	Apt	1300 N KENILWORTH ST	1300 OF ARLINGTON LLC	RENT SIMPLE PROPERTY MANAGEMENT residents@rentsimple.com
1100 N KENNEBEC ST	9	Apt	1100 N KENNEBEC ST	WESTOVER PLACE X LLC	
1101 N KENILWORTH ST	9	Apt	1101 N KENILWORTH ST	ALDNER LLC	tsan@marb.com
1101 N KENNINGTON ST	9	Apt	1101 N KENNINGTON ST	WESTOVER PLACE X LLC	
1110 N KENILWORTH ST	10	Apt	1110 N KENILWORTH ST	KENILWORTH OF ARLINGTON LLC	
1112 N KENNEBEC ST	8	Apt	1112 N KENNEBEC ST	RAMIREZ JOSE P	

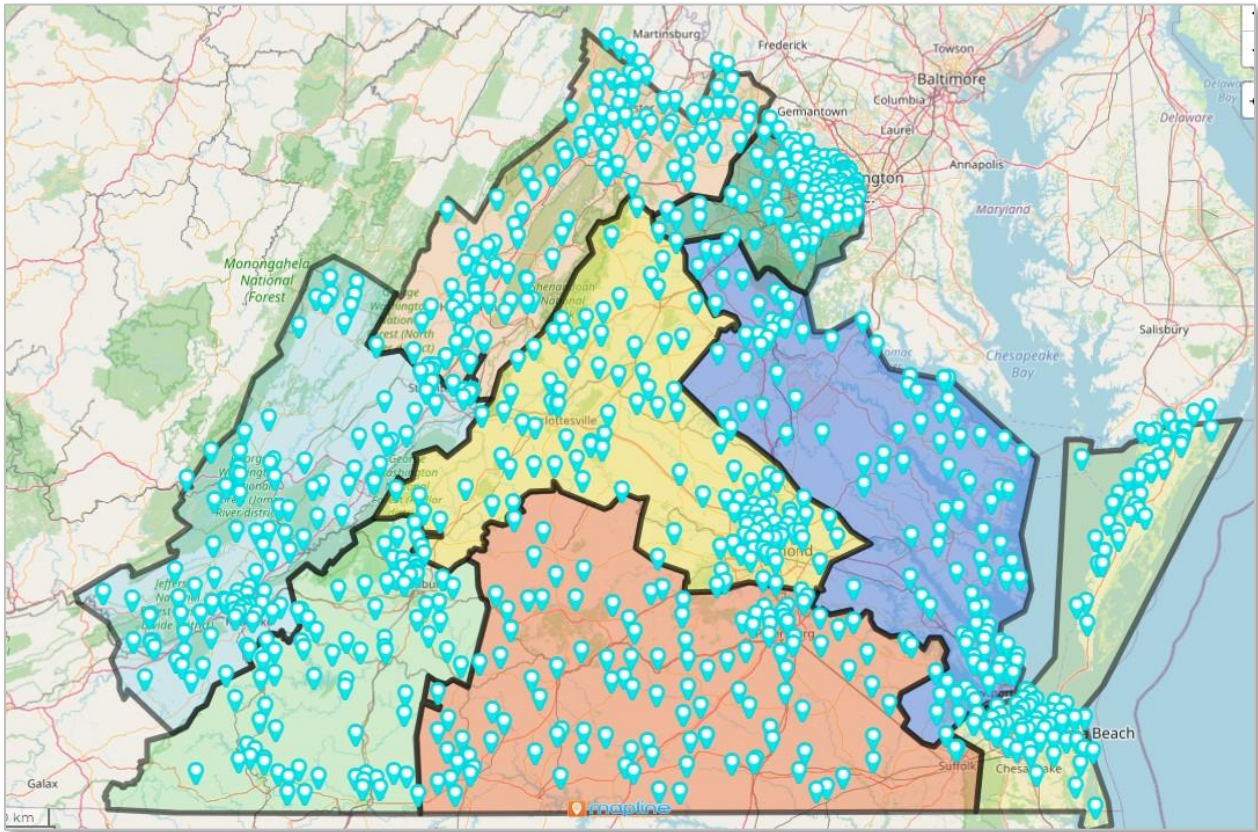
<https://www.arlingtonva.us/Government/Topics/Community/Multifamily-Complex-Directory>

Arlington also maintains a list of Community Organizations on the county website. There are members of Walker Chapel that are acquainted with many community organizations, and we will be filtering the list for organizations that may bond with us and help in spreading the word.

### Retirement Home Residents

Like with all our approaches, we will start small with known members and expand as we gain experience in connecting with additional retirement homes. Some members of Walker Chapel live in retirement communities around the Chapel. Sunrise, Vinson Hall, The Virginian, Goodwin House, The Providence, the Mather, and many more. We will start by asking members who live in a residence to be our Neighborhood Team leader for that community and work with the cemetery manager to leverage the communications products of the cemetery to best fit the channels offered by the community which may include on-site presentations. When a resident expresses an interest, that qualified lead is turned over to the cemetery sales team.

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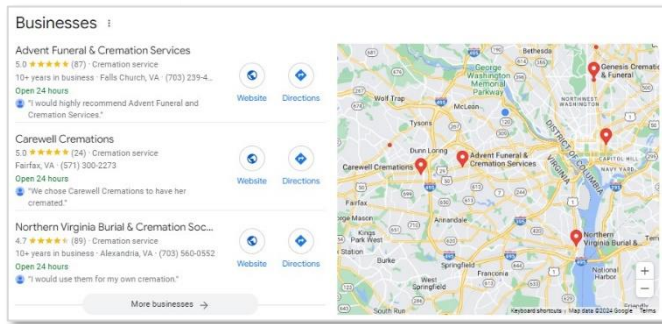
### Churches

The map above shows just the Methodist churches in Virginia. If we were to add the other Christian denominations, the list would be beyond our reach. The approach will be to form a small clergy / lay team that know and are interested in this demographic and work with that team to develop the communication channels. We will keep the district in the loop as we winnow down the list to those without access to a cemetery or columbarium and/or express an interest in our offering. The first touch will be a letter from our Pastor to their Pastor. As the relationship grows, we will be offering cooperative links to our columbarium website, marketing materials, and group presentations as we wish the partner church to feel the graveside service is their own and our historic cemetery is their home.

### Industry Partners

There are many crematoriums and funeral homes in our area. Some are independent and many are owned by Dignity, the largest owner of funeral homes, cemeteries, and hospitals (see <https://www.dignitymemorial.com/>)

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Examples are the Cremation Society of Virginia and Murphy Funeral Homes where we already have contacts and cooperation. Here Google can help with searching for industry connections.

There are also industry associations we could join to further our connections by being in

their directory with a link, photo, and text. We would then have access to the directory of association members to contact.

## Licensee Personas

Marketing personas are fictional characters that represent a group of people in a target audience. They are a composite sketch of a key segment of an audience and are used to help marketers understand their target audience and deliver relevant content. Personas segment the customer base and answers questions like “Who are our customers?”, “What do they want?”, and can we group them into segments to better tune our branding to their hopes, needs, dreams, and fears? Persona demographics can be somewhat permanent while psychographics (cognitive attributes based on beliefs, values, and goals) change over time. Personas can be situational such as hungry, married, age, or Republican vs. Democrat.

Personna segmentation in marketing is a type of strategy that allows us to aggregate potential and existing customers into subgroups based on shared characteristics, such as age, location, or past behavior. Most common segmentation types are geographic, demographic, psychographic, and behavioral. Segmentation also makes it easier to create effective campaigns that are tailored to the specific needs of our target market.

Within the target markets, the following licensee personas represent our best opportunities.

<p>Elderly</p>	<p>The elderly are motivated by the desire to have their affairs in order before passing to eternal care. It is a combination of self-preservation and not wishing to be a burden on their children and relatives.</p>
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## Walker Chapel Historic Cemetery Marketing Plan

Segment	Primarily demographic that occurs throughout our target market. It has a bit of behavioral segmentation due to timing needs and stage of life.
Opportunity	High value opportunity to approach with compassion, patience, and respect. Just be a rock they can rely on.

Urn Holders	Often when a spouse or child passes, the surviving spouse or parent retains possession of the ashes. They want the best for the one who passed but are unsure of what that means in terms of the options available to them.
Segment	This is psychographic as it reflects values, attitudes, and personality. It is also behavioral as it reflects a stage in life, timing, loyalty, and satisfaction.
Opportunity	High value opportunity that can be approached directly if the deceased's passing was outside the grief umbrella or compassionate if not. The individual is looking for answers that satisfy the need to make the right decision and to gain a peaceful closure.

Children of Elderly	Children of an elderly parent who is slipping, may be in assisted living or a memory unit, or who may be cared for in the child's home, are aware of the future. They want to do what is best within their financial ability and have their parent's affairs in order.
Segment	Behavioral segment due to timing needs. The person may be located anywhere within the target market and have any set of attitudes, values, social status, lifestyle, etc.
Opportunity	High value but with some breathing room to calmly look at alternatives, visit sites, and discuss the choices with the Cemetery Ministry Team.

Clergy & Lay Leaders	The clergy are involved due to their role in society but are one step removed from the process.
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## Walker Chapel Historic Cemetery Marketing Plan

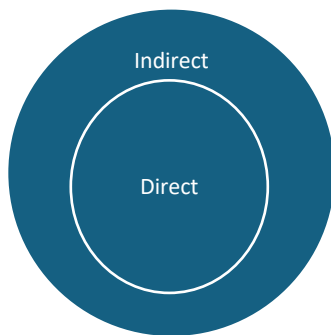
Segment	Psychographic as they may be located throughout our target market but have matching values that make bonding easier. They also may have a need to look at our Columbarium and graveside service as their own thus satisfying one of their obligations to their congregation.
Opportunity	Medium value as churches tend to be territorial but giving them the opportunity to make the columbarium their own may ease this barrier.

Hospice	Those in hospice care are most likely not able to speak for themselves. We will be working with their families, caregivers, clergy, nurses, and doctors to ease the discussion and help guide them to the best choice for the one in their care.
Segment	Behavioral primarily due to the occasion and timing. The person may be anywhere, be of any faith, race, sexual orientation, or age.
Opportunity	High value as the situation is at hand and everyone must be ready.

As we engage with actual individuals and families, we will revisit this persona analysis to adjust and add information to better support our marketing efforts.

### Competitive Analysis

We have many direct and indirect competitors within our area. They differ widely when analyzed for their strengths and weaknesses, position in the marketplace, pricing strategies, organization size, and revenue. The commercial cemeteries seek to satisfy all customer types and have dedicated areas for specialty groups. On the other hand, we are a Christian graveyard and look to a smaller market segment while welcoming all to a single solution.



Our direct competitors are cemeteries with a large exterior columbarium followed by those with multiple small columbaria, and those with columbaria inside a building like Mount Olivet UMC.

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Our indirect competitors are cemeteries and services that offer alternatives to inurnment. These include cemeteries with casketed interment, green cemeteries, scattering services, and scattering by the family in natural settings.

Our area map shows we are in a huge hole where we have no direct competitors. We are bounded by Mount Olivet to our south followed by Columbia Gardens. National Memorial Park is to our southwest followed by Flint Hill Cemetery further west. Many cemeteries in the District compete on a historical basis but are quite different. There is Eldbrooke Methodist Cemetery to our northeast, but a wide corridor to the northwest all the way to Leasburg is wide open to us.

The plan moving forward is to build a digital competitive binder where we:

1. Select 5-7 direct competitors and 2 indirect competitors,
2. Review their position strategy, target market, ideal customer, product offering, pricing strategy, social media strategy, product strategy, locations, and strength / weaknesses,
3. Visit the competitor observing their grounds and facilities, looking at how they sell themselves, looking at their reviews in Yelp, talk to their staff to see how well they are trained, if they are long-term employees or volunteers, and how aggressive they are in selling their solutions.

We will compare ourselves to our competitors. Does our approach invite too much competition where we should narrow down our offering to a more select group? Do we have too little competition where we should expand our offering to more people?

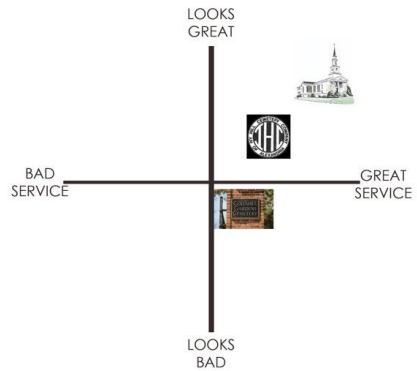
Marketing research is repetitive and constant in search of changing times and opportunities.

When we have more data on our competitors, we will take an in-depth look at ourselves to identify our strengths. Strengths like quality level, price, authenticity, completeness of offering, breadth and depth of our solution, expertise, service levels, convenience, use of technology and ability to customize.

We will score these strengths on a 1-10 scale as to how important they are relative to each other. We will then cycle through the strengths in pairs to see which pair stands out to best represent us. The most relevant strength will become the Y axis on a chart and the other pair will become the X axis. The range will be from negative to positive. For example, if we were to select appearance as our Y axis and service as our X axis, the chart would have four quadrants.



## Walker Chapel Historic Cemetery Marketing Plan



The objective is to be in the upper right quadrant and to rank and place our selected direct and indirect competitors in the grid according to how they rank on the pair of strengths that are most relevant to us.

While we may have pre-selected ourselves as best, the real objective is to be realistic and relevant to the marketplace. Our unique competitive advantage is our brand...that's what marketing is all about!

It is our brand that gives people a reason to engage with us and start the consumer journey from first contact to ROI License. The brand drives our business strategy, positioning strategy, marketing activities and materials, and our sales activity.

### Competitive Analysis on Social Media

The attribute analysis above gives us a sense of direction with our marketing materials, but because it is based on a subjective analysis, it might be wrong. It also might be irrelevant since the marketing war is no longer fought in the trenches of old technology but is fought on the field of social media and there are better weapons than an attribute chart to fight the modern battle.

Google is the scout on the digital battlefield of social media. The social platforms are like brigades made up of internal components ready to assist us in our quest. Some brigades are unified under a larger organization like Facebook and Instagram are unified under Meta.

There are many tools and tricks to crack open a competitor's strategy on social media and give us the ability to combat or emulate! AI platforms like ChatGPT are powerful multipurpose analytical tools that not only analyze but also recommend and disclose the path for us to follow.

First stop is to view the page source of the home page where everything is in plain computer English:

```
<title>Walker Chapel | Arlington, VA | Church</title>
<meta name="keywords" content="church, Arlington VA, United Methodist Church"/>
<meta name="description" content="Walker Chapel is a United Methodist Church here located in Arlington, VA. We are a group of people passionate about Jesus, passionately studying his word, and gathering with his people. Join us on Sunday!"/>
<meta name="twitter:card" content="summary"/>
<meta name="twitter:title" content="Walker Chapel | Arlington, VA | Church"/>
```

## Walker Chapel Historic Cemetery Marketing Plan

```
<meta name="twitter:description" content="Walker Chapel is a United Methodist Church here located in
Arlington, VA. We are a group of people passionate about Jesus, passionately studying his word, and
gathering with his people. Join us on Sunday!"/>
<meta name="twitter:image" content="https://lirp.cdn-website.com/57f97c73/dms3rep/multi/opt/logo_for-
PNG-banner-1-84b399c2-1920w.png"/>
<meta property="og:description" content="Walker Chapel is a United Methodist Church here located in
Arlington, VA. We are a group of people passionate about Jesus, passionately studying his word, and
gathering with his people. Join us on Sunday!"/>
<meta property="og:title" content="Walker Chapel | Arlington, VA | Church"/>
<meta property="og:image" content="https://lirp.cdn-website.com/57f97c73/dms3rep/multi/opt/logo_for-
PNG-banner-1-84b399c2-1920w.png"/>
</head>
```

Here we can inspect the <title> tag, see the SEO keywords, see the meta tags, and can even get access to the logo. The Chapel's home page is quite long and there we look for the heading tags like <h1>, <h2> and <h3>. We also see why the page has such a poor loading speed as it contains 134 separate images the must be downloaded from the lirp.cdn-website.com website before the page can be presented to the visitor. Speed is a major competitive element!

We can also copy the content portion of the page and go to ChatGPT and ask it to analyze the page.

Hey, I want some help trying to figure out "content marketing themes" for Walker Chapel. Let me give you some text and please summarize the "content themes" that you might think would be of interest to our target neighbors of well-educated, affluent, professionals and their families seeking to attend a church. Here is some content to summarize: {insert the content copied from the home page of WalkerChapel.org}

ChatGPT's response is:

Based on the content provided, here are some key "content marketing themes" that might be of interest to well-educated, affluent professionals and their families:

1. **Community Engagement and Social Justice:**
  - o Emphasis on inclusivity and social justice, such as supporting LGBTQ+ rights and anti-racial discrimination initiatives.
  - o Community assistance programs, like food distributions and hygiene kit packing events.
2. **Spiritual Growth and Worship:**
  - o Various worship services and music ministry, including choir information and opportunities for congregational involvement.
  - o Online worship options for convenience and accessibility.
3. **Educational and Family-Oriented Programs:**

## Walker Chapel Historic Cemetery Marketing Plan

- Children's programs such as "Sunday's Cool," and information on the preschool with different age-specific classes.
- Educational events and programs like baptism, confirmation, and church membership courses.
- 4. **Historical Significance and Heritage:**
  - The history of Walker Chapel, its building, and the historic cemetery.
  - Events and tours that highlight the chapel's unique historical background.
- 5. **Leadership and Governance:**
  - Regular updates on church leadership and governance, including quarterly board reports and involvement opportunities.
  - Transparent communication on church policies, financial health, and strategic initiatives.
- 6. **Fellowship and Social Activities:**
  - Social events like Lunch Adventures and other fellowship opportunities to build community bonds.
  - Opportunities for musicians and other talent to participate and share their gifts.
- 7. **Volunteerism and Service Opportunities:**
  - Emphasis on volunteer opportunities and service projects, such as UMCOR hygiene kit packing and food distribution partnerships.
  - Encouragement for congregational involvement in various ministry areas.
- 8. **Support and Resources:**
  - Providing resources and support for families, including pastoral care, funerals, and weddings.
  - Employment opportunities and information on how to get involved with the church's operations and administration.

These themes highlight the chapel's commitment to community, spiritual growth, historical appreciation, active participation, and inclusivity, aligning well with the interests and values of well-educated, affluent professionals and their families.

The same analysis can be made on any individual page like the Announcement & Events page under the Leadership main menu tab. Copy it and ask ChatGPT:

That's pretty good for general overarching themes, take this content and give me five ideas for short blog posts on these topics: {insert copy of content}

ChatGPT comes back in seconds with:

Here are five blog post ideas based on the provided content:

### 1. Highlights from the Quarterly Leadership Board Report: Summer 2024

- Summarize the key points from the quarterly report, including updates on church policies, financial health, and upcoming projects. Highlight the role of Pastor Teer Hardy and the significant contributions of board members and volunteers.

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### 2. Meet Our New Children's Ministry Coordinator: Claire Helsel

- Introduce Claire Helsel, her background in elementary education, and her plans for the Children's Ministry at Walker Chapel. Include a few personal insights or quotes from Claire about her vision for the program.

### 3. Recap of the Historic General Conference Vote on LGBTQ+ Clergy

- Provide an overview of the landmark decision to end the 40-year ban on LGBTQ+ clergy, including the vote results and implications for the church. Include reactions from Bishop Sue and local church leaders.

### 4. Join Us for Walker Chapel Lunch Adventures

- Promote the upcoming Walker Chapel Lunch Adventures, detailing the next event at Modo Mio and the purpose behind these gatherings. Encourage community participation and provide information on how to RSVP.

### 5. Get Involved: Packing UMCOR Hygiene Kits

- Share details about the upcoming event to pack UMCOR Hygiene Kits, explaining what the kits are for and how they help disaster-stricken areas. Provide a call to action for donations and volunteers.

These blog posts can help keep the congregation informed, engaged, and connected to the ongoing activities and initiatives at Walker Chapel.

If Walker Chapel was a competitor, we would already know a lot about their strategy, presence, and use of Google via SEO content. We would also know their vulnerabilities by simple counts on all the social media platforms the Chapel uses thus revealing their success in reaching their targets. We can also look at their technical SEO by measuring their efficiency via speed tests and looking at their html and xml site maps.

## In Summary

To succeed we must:

- Know our customers,
- Know our competition,
- Know our strategy to engage customers and **out run** our competitors!!!

Remember, if we are in the woods with our competitors and are being chased by a mama bear,  
we only have to run faster than our competitors, not the bear.