

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
www.chapelcemetery.org

Walker Chapel Historic Cemetery Marketing Plan

Chapter 6: Marketing Channels

Marketing channels are how people find us and how we convert the customer journey from educational to transactional...from first look to completing a Columbarium ROI License.

Many channels are local and of high importance to us. They range from digital to actual paper. Not as slick as the social media portals, but they are authentic and talk to the people around us.

We also have our own channels...our websites. Each website has its own business value proposition, appearance, and content. When the website integrates with Search Engine Optimization (SEO) it partners with Google and Google promotes the site by ranking it as high as the quality of the SEO, content, and content freshness allow.

Social Media is extensive, slick, and almost beyond our ability to absorb all the platforms and options. Fortunately, we do not need to be everywhere all at once. We have considered whether our Columbarium target audience is active on each platform. Facebook, Instagram, and YouTube fit our Columbarium brand, but TikTok does not because 47% of its US clients are between the ages of 10 and 29. And not X or Twitter as it is real-time news and is the emerging premier Customer Service Helpline. We will pick the three sites, Facebook, Instagram, and YouTube, and do them well rather than create so-so content for five or more different platforms.

Local

NextDoor.com

The platform has grown significantly over the past few years. Business accounts and an ads manager assist in creating advertising targeted by persona, custom audiences, and interest targeting. The online system helps in setting up the account and creating a campaign. The advertising budget can be in the range of \$1,000 per month. Similar to what might be expected on Facebook. Nevertheless, this appears to be a viable option for us.

Arlington Connection

The Arlington Connection is a local newspaper. One of the reporters lives nearby and has written articles on the cemetery. This is a good outlet for brand awareness as it reports events and stories that are of general interest and promotes the authenticity and credibility of the cemetery.

Walker Chapel Historic Cemetery Marketing Plan

ARLnow

ARLnow is an online news service for Arlington County. ARLnow's mission is to connect and improve our local community — residents, workers, local businesses, nonprofits, and government — via award-winning journalism and photography. We will be sending news releases to their incoming feed at arlingtonnews@gmail.com. Press Releases are also important metrics in measuring a website's activity so posting them there, at ARLnow, and on social media provides maximum leverage.

Neighborhood Teams

We discussed Neighborhood Teams in prior chapters. There are five sets of teams. The teams for Neighborhood Associations, Retirement Communities, and Multifamily Buildings are the most direct attempt to reach people near us. The Church team is a two-step contact where we first connect with a local church and through them to members and friends of the church. The industry team is a two-step and even a three-step contact where we work with an industry partner and through them to a funeral home or church and through them to reach people near us. Direct contact is the highest rated method and the effectiveness declines as it has more steps.

Glebe Road Sign

Walker Chapel sits at an angle on a slight rise by two major commuter roads: North Glebe and Old Glebe Roads. We have a 3' by 5' frame on Glebe Road and a large format vinyl cutter that can make easy-to-read signs at a low cost. We will be using the sign to promote cemetery events.

Websites

www.walkerchapel.org

The site is the primary channel for members and friends of Walker Chapel. It contains a link to the Chapel's cemetery and a link to the cemetery's Columbarium. Each website has its own Business Value Proposition and audience. They may share in iconography so all "look like" Walker Chapel but they have very different content. Validated cross-links are important to Google ranking.

www.chapelcemetery.org

Only members of Walker Chapel can license gravesites in the main cemetery or have a memorial plaque in the Memorial Garden. The Columbarium is open to the public. The ChapelCemetery website deals

Walker Chapel Historic Cemetery Marketing Plan

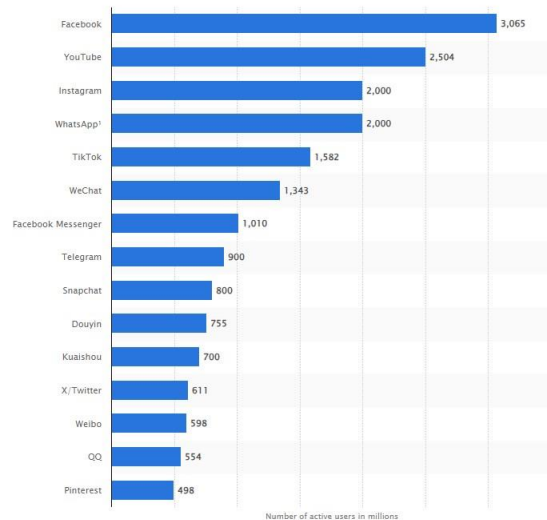
with all three options, events in the cemetery, the Wall of Memories, and many, many details about the cemetery. The Columbarium section will also cross-link to the Columbarium website.

www.thecolumbarium.org

The Columbarium website is the most “marketing” website of the three. When we create the site in September 2024, it will be heavily coded for SEO and Google. It will only address the Columbarium and not contain any content for the main cemetery, Memorial Garden or the Chapel, but will contain cross-links to all other websites.

Social Media Platforms

As of April 2024, 20-year-old Facebook was still the leader in monthly active users. Meta owns Facebook, WhatsApp, Facebook Messenger, and Instagram. The USA is second by ½ to India in the number of Facebook users. In 2024, the average daily social media usage of internet users worldwide amounted to 143 minutes per day. Our plan is to use the top three: Facebook, YouTube, and Instagram for business accounts. We may also look at professional accounts elsewhere as they can be a powerful voice for those seeking an affluent inurnment option.



Facebook

Facebook is the largest social networking site, with over 3 billion people using it monthly. This means roughly 37 percent of the world’s population are Facebook users. The audience on Facebook tends to be older. The platform has been wandering for the past five years but is returning and the company focuses more on its core elements and less on being the meta-verse. This decline is shown in its current ratings...20% of users have a favorable rating of Facebook, and it is the tech service least trusted by U.S. adults.

YouTube

YouTube is a video-sharing platform where users watch a billion hours of videos daily. Besides being the second largest social media app, YouTube is often called the second-largest search engine after Google, its parent company. YouTube has long videos and short videos called

Walker Chapel Historic Cemetery Marketing Plan

“shorts”. We use Vimeo as our main storage and viewing platform but will also be using YouTube for marketing our subscription service.

Instagram

As a visual social networking platform, Instagram is the place for showcasing products or services with photos or videos. On the app, we can share a wide range of content, such as photos, videos, Stories, Reels, and live videos. We are experienced and capable in producing these classes of content and their “home grown” look contributes to authenticity and credibility.

As a brand, we can create an Instagram business profile, which provides rich analytics of our profile and posts and the ability to schedule Instagram posts using third-party tools. It’s also a great place to get user-generated content from our audience because users frequently share content and tag brands.

Summary

Using local assets, local teams, and the three top social media platforms, we will have many opportunities to spread the word and engage with wonderful people we do not yet know.

The websites, Google, Facebook, YouTube, and Instagram each have their own personalities. Using them and linking them together is the **fun** part of this plan. Celebrating our success in making first contact with people we don’t even know yet and helping them on their journey to a ROI Columbarium license is the **joy** of this plan.

Walker Chapel Historic Cemetery Marketing Plan