

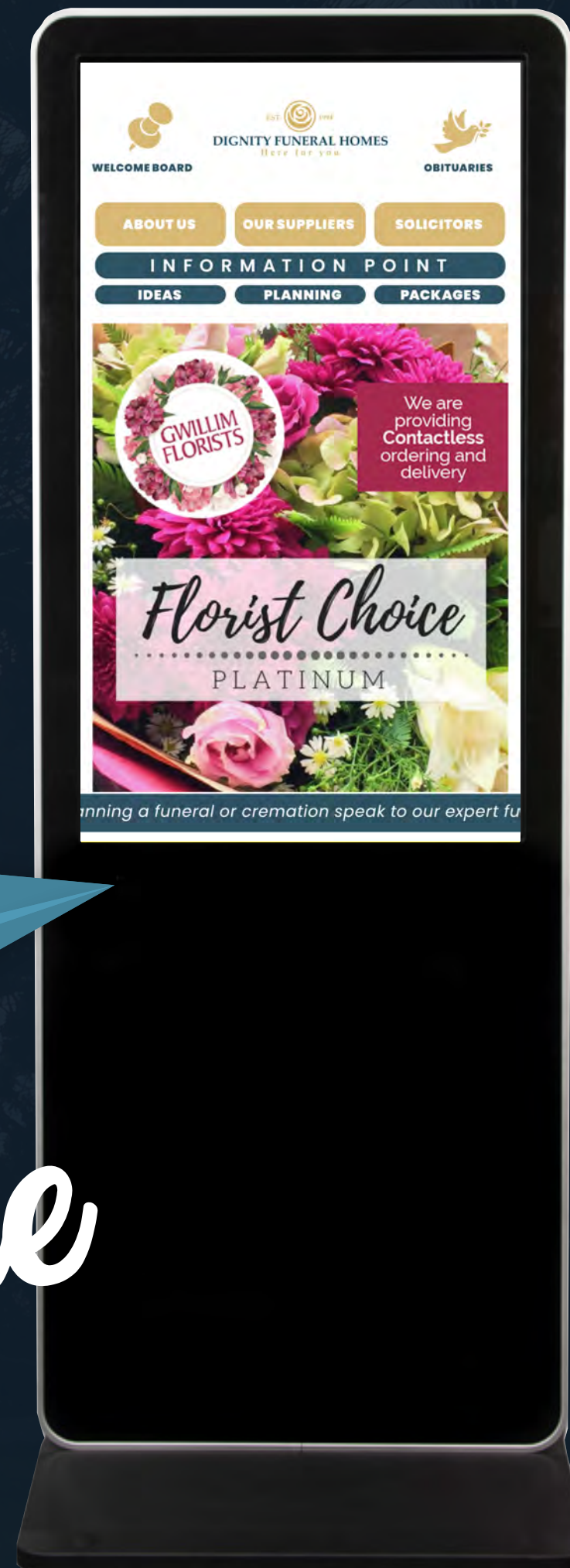
Completely **FREE** digital marketing  
for your funeral homes

Do you  
want this  
for **FREE?**

**FAMILY**  
Information Point

[www.direct.digital](http://www.direct.digital)

*Free*





Family Information Point provides ideas, planning tips and packages to customers.

The digital totems showcase your funeral homes services and features using touchscreen, freestanding, portable totems.

Customers can browse your trusted funeral service providers in their own time whilst giving them access to exclusive promotions available only through your funeral home.

Promote full funeral packages, taking stress and pressure off guests at a very stressful time, display ideas and planning tips, find local solicitors and display local area obituaries.

This latest digital technology has been crafted specifically for this industry, and will fit discreetly into your funeral home environment.

The screen also doubles as a full colour Welcome screen that can be updated with text and images, to display to guest on the day of service.

All promotions and material can be uploaded by yourself, instantly via a secure online portal.

## Search local legal services

Find local trusted legal services for your customers peace of mind



Google Maps

**Fully bespoke and branded to your funeral home!**

**Our system is completely free to you!**

[www.direct.digital](http://www.direct.digital)

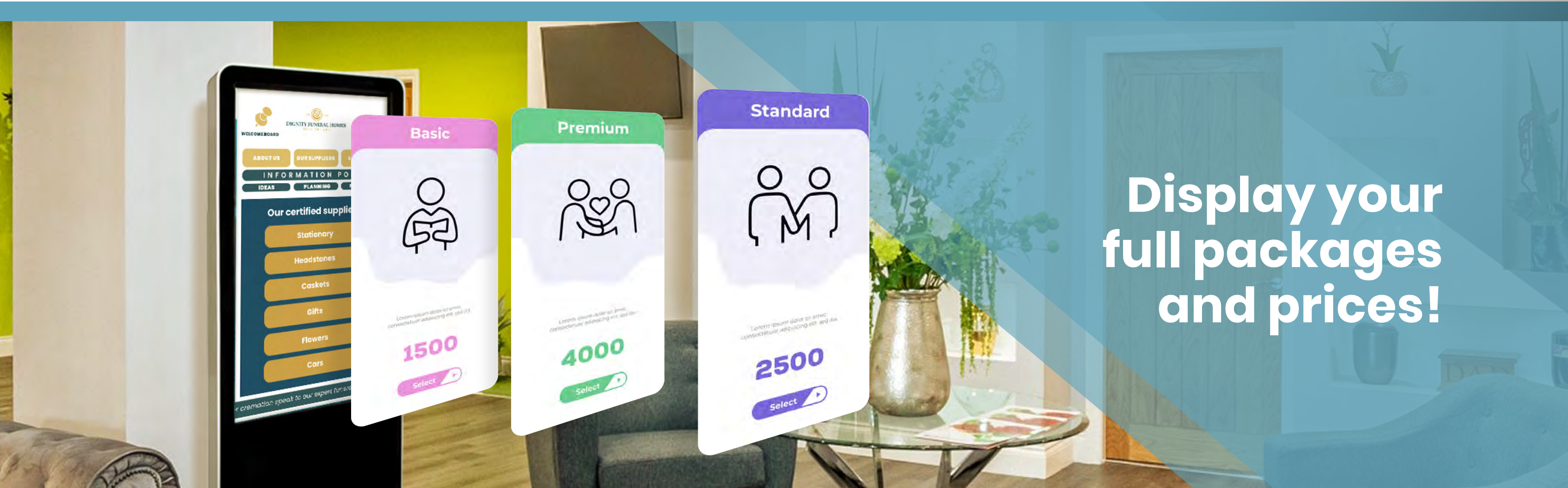
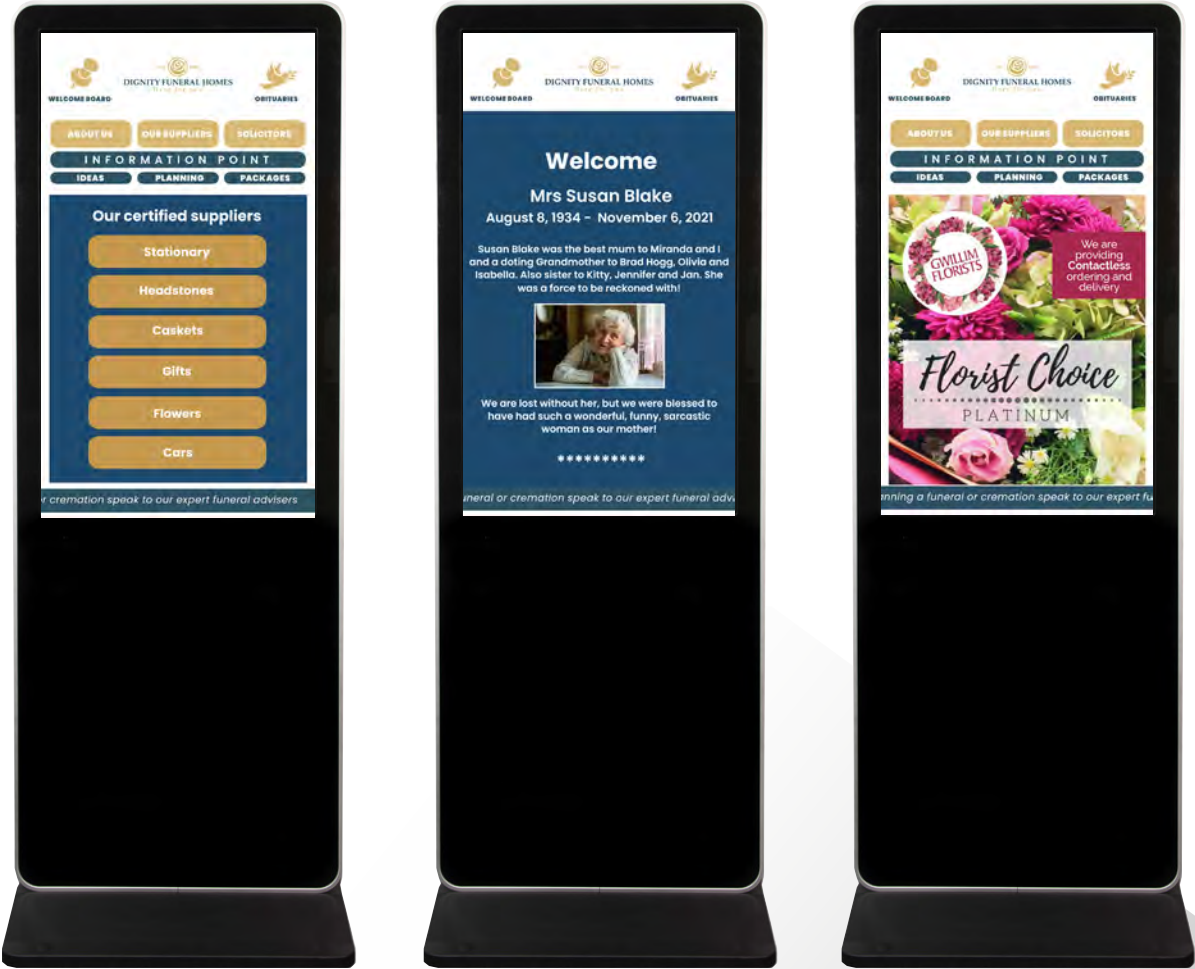




# Free Standing Totems

Interactive digital totem packed with information for your customers.

- ✓ Detailed listings of funeral home features.
- ✓ Give customers access to trusted approved suppliers.
- ✓ Welcome screen function on the day of service.
- ✓ List local obituaries.
- ✓ Show funeral planning do's and don'ts.
- ✓ Online funeral planning document for customers.
- ✓ Present funeral ideas to customers to drive further sales.
- ✓ Display local approved legal services, searchable with Google maps.
- ✓ Fully branded to your funeral home.
- ✓ Completely Free to your funeral home.





# Give customers something to leave with

Custom QR codes provide Customer Engagement



*Scan to download our Funeral planning guide*



## Leave it to us

Family Information Point will create a beautiful online brochure, packed with funeral planning tips and ideas, as well as the services and packages you offer all backed up by your trusted funeral suppliers network.

## Offer exclusive partnership deals

Customers can even access exclusive offers only available through your funeral home.

## What if my prices or packages change?

Family Information Point can update anything in your Funeral home pack instantly, ensuring your customers always have the latest information.

**Completely  
free online  
brochure**



# Features & Benefits

## Customer Engagement

Our innovative technology gives you an easy and effective way to communicate with your customers.

## Promotions

Drive custom to key areas of your Funeral home.

- ✓ Present ideas and planning tips.
- ✓ Showcase your complete funeral packages and full prices.
- ✓ Convert the screen into a welcome message for guests on the day of service.

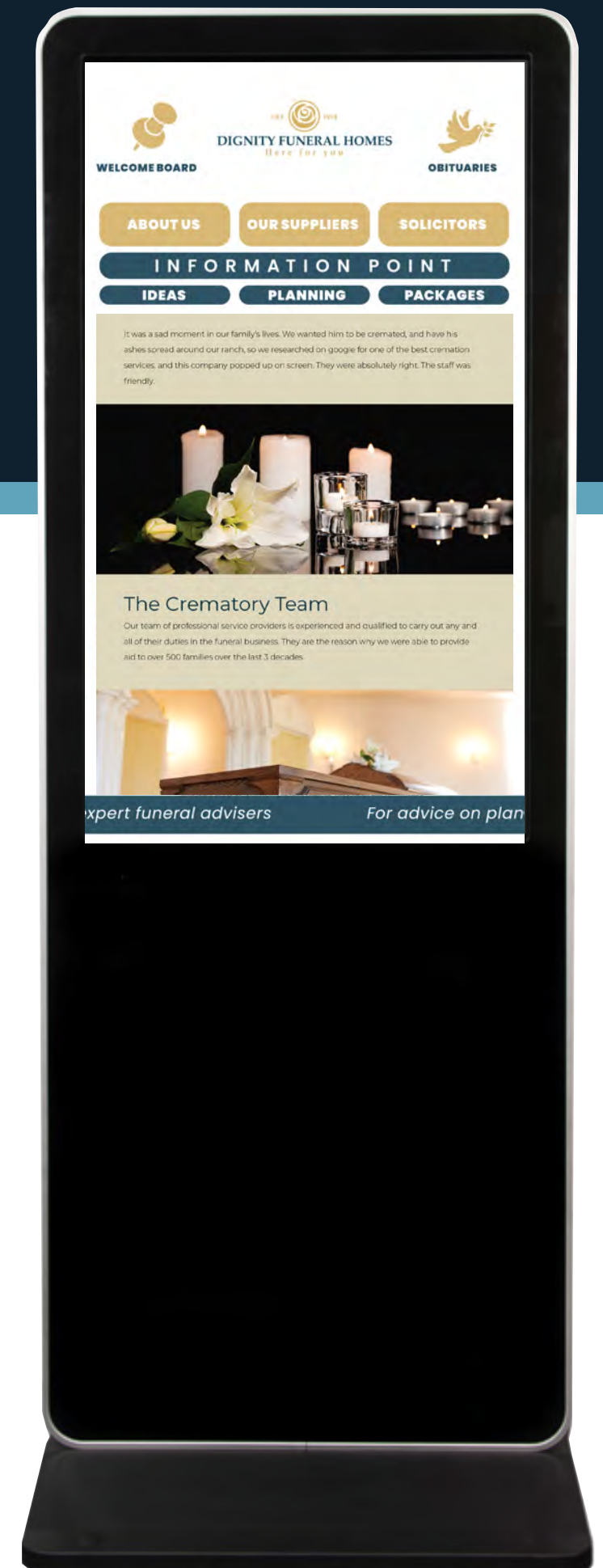
## Access to trusted suppliers

Working with us, your already trusted funeral service providers, such as cars, florists stationaries and casket makers will be displayed to customers to browse at their leisure.

## Completely Free!

The system is entirely free for your funeral home.

- ✓ Multilingual interface.
- ✓ Free online document made by us, for your funeral home.
- ✓ Allows regular and frequent updating of content in real time.
- ✓ Give customers access to exclusive promotions.
- ✓ Instantly update your Welcome screen.
- ✓ Paid third-party advertisements and sponsorship.





# Do you qualify for a **FREE** system?

To qualify for a free Family Information Point, we may ask you how many funerals do you do every year and are you able to provide us with 5 supplier referrals who may be interested in priority discounted rates to partner with you.

**We are especially interested in the following sectors:**

Stone Masons

Florists

Caterers

Legal services

Realtors

**How can we provide this system for free?**

We can provide the system free because it is funded by advertisers who are happy to be shown on your screen alongside a trusted, local business.





“

The service that we recieved was excellent.

The kiosk looks fantastic in our lobby and has become a great welcome amenity for our guests.

The kiosk is simple and easy to use, but is sophisticated in looks.

Our guest find it to be a great welcome addition.

”

## Get in touch to find out more

Join the conversation on social media –

 @weare\_directdigital

 facebook.com/connectwithdd

 linkedin.com/company/wearedirectdigital

 media@direct.digital

 www.direct.digital

### Fancy a chat?

If you would rather speak to one of our friendly staff members, please contact our main office where we will happily direct your call to the relevant member of staff.

Ireland  
T 01800 817 988  
F 01800 817 688

UK  
T 0800 069 8686  
F 0800 069 8688

Canada  
T 866-414-8101  
F 866-414-8102

USA  
T 866-414-8101  
F 866-414-8102

### Something to Post?

We also welcome your comments or queries by good old fashioned post. Please see our office address below:

Ireland  
13 Upper Baggot Street,  
2nd Floor,  
Dublin 4,  
Ireland

UK  
Premier House, Premier Way,  
Poulton Business Park,  
Poulton-le-Fylde, Lancashire  
FY6 8JP

Canada  
Unit 21B Youville Drive,  
Orleans,  
Ontario,  
K1C 4M8

USA  
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