



## Case Study #1

### *A Special Touch Funeral & Cremation Service*

11848 Dublin Boulevard, Suite 1810

Dublin, California

[www.aspecialtouchfuneralservice.com](http://www.aspecialtouchfuneralservice.com)

**Owner:** Sharon Mace

### *About the Funeral Service*



Situated deep within the *Dublin Tech Center*, A Special Touch has no outstanding physical presence within her community: no memorable architectural feature defines the funeral service.

Everything outstanding must come from within the owner, Sharon Mace, and the creative ways she serves her clients. *A Special Touch Funeral & Cremation Service* has been a part of the community for the past seven years, and it's success is due to Sharon's *commitment* to success. The number of her client arrangements has grown every year, which is a testament to her tenacity. She's set her goal of 120 arrangements for 2011, and she's on track to reach that number.

Every funeral professional knows that success can be elusive in this economy; finding the right mix of services and products which resonate with prospects can be tricky. But, Sharon's learned that Tribute Blankets from *Funeral Home Gifts* is one way of tending to the hearts of her families, and that Tribute Blankets bring recurring revenue.

### *The Strategy*

Sharon has built the initial cost of a Tribute Blanket into her General Price List. Every family who has a memorial or funeral service receives a blanket as her gift, and the blanket is a major focal point of the ceremony. While this is a common strategy for our partners, Sharon has seen striking return on the gesture. For example, a service she conducted in mid-January of this year has brought in eight reorders from family members. The reorders have trickled in throughout February and March, and generated close to \$1,000 in revenue.

Of course, revenue is wonderful – but when you stop to think about the powerful word-of-mouth marketing that this one blanket has generated, the true worth of the gesture has yet to be realized.