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Angelpaw Expands into Pet Aquamation

SAN DIEGO, CA— Angelpaw has announced the launch of the world's only Radio Frequency Identification (RFID) real-time pet tracking platform for the pet aquamation industry. The Angelpaw RFID platform integrates the latest RFID technology to most efficiently manage pet aquamation operations and veterinarian office order capture, tracking and reporting, all while providing full transparency to pet parents. Angelpaw uses Ultra High Frequency (UHF) RFID to read and write data digitally onto water and heat proof tags. Fixed overhead antennas, proximity and mobile handheld scanners track pets real-time through the entire aquamation processes at the aquamation center, veterinarian office and deliver vans. Veterinarians no longer are required to print or write on paper tags. Veterinarians simply scan an Angelpaw UHF RFID waterproof plastic tag, the pet and pet parent data are instantly digitally stored onto the tag, drastically reducing errors and processing time. The tag is never separated from the pet and is designed to function through the aquamation processes. Aquamation centers automate data collection drastically reducing human effort and errors. Fixed overhead antennas, proximity and mobile handheld scanners detect and read tags not in line-of-sight, over 150 feet away, and within groups of tags simultaneously. Loading dock antennas automatically pre-check groups of pets within vans as they enter facilities. RFID tags within range are automatically updated with change order requests. Pre-established station handhelds and proximity scanners, scan pets into stations and out once services are performed with time and user stamps, offering huge operational efficiencies and full chain of custody. "Fueled by pet parents desire to lessen environmental impact, pet aquamation is seeing explosive growth. Applying Angelpaw's world class pet cremation platform to aquamation is a logical step for us," says James Byler, founder and CEO. "Our aquamation partners achieve huge operational efficiencies and cost saving, veterinarians reduce errors and processing times by automating data transfers through their Practice Information Management Systems (PIMS), while pet parents have peace of mind and full transparency via our text and email notification platform. Angelpaw continues to change and redefine the entire pet cremation and aquamation industries!" Angelpaw, part of the Trakiv family of brands, is the global leader in cloud SaaS software that empowers pet crematoriums, aquamation centers, veterinarians and pet parents. They offer solutions differently. They're Secure, Flexible and Driven all within the cloud. Angelpaw's passion for pet's and technology is unrivaled – it shows in their services. For more information, visit www.angelpaw.com or email info@angelpaw.com.

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Powerhouse Marketing with Welton

By Welton Hong

Best Practices to Follow Online AND Offline

Although my wheelhouse is online marketing, I'm always quick to remind funeral professionals that offline marketing remains incredibly important. So let's dive into some big-picture best practices for both online and offline marketing:

1. Optimize Processes for Efficiency and Accuracy

The best marketing starts with strong processes. Whether you want to publish authoritative content on your funeral home's blog or you send direct mail that converts, you need a workflow that gets you there.

Unfortunately, deathcare firms often have great workflows for their lines of business but treat marketing tasks far less thoughtfully.

Consider what happens when you receive an at-need call. You have processes in place that ensure things work like clockwork, because you can't afford to miss the timing on pickups and care of the deceased. Plus, you have a bevy of loved ones depending on you to help get things in order for services, burials, or cremations.

That same devotion to details can help improve your marketing. Here are some tips for creating optimized marketing workflows:

- *Create business-facing goals.* Know the why behind your efforts. Obviously, you want more clientele, but get specific: Do you want to raise revenues by 10% year over year or increase the number of calls? The first might require marketing more luxury funeral products, while the second is all about generating more traffic.
- *Assign responsibility.* Put people in charge of marketing, even if you don't have a marketing department per se. Someone from your business who you trust should be responsible for working with in-house and external marketing resources to ensure efforts align with business goals, remain in budget, and continue to move toward end goals.

- *Set deadlines and milestones.* Put end dates on various projects and tasks. If necessary, break them up into milestones. If you want to publish a landing page, you need dates for keyword and other research, copywriting, editing, design, and publication.
- *Check in regularly.* Don't assume everyone involved in your marketing processes knows what they're supposed to be doing and has it covered. Put someone in charge of following up and checking in to ensure all tasks are completed and come together as planned.
- *Use project or task management software.* Managing all these processes in email or disparate Google sheets gets old fast. Instead, consider investing in a task management software program that helps keep everyone focused and in-the-know about needs and expectations.

2. Involve the Right People

Marketing is a comprehensive business endeavor. It shouldn't be limited to one department or person in your organization—or handed 100% to a vendor without input from the right stakeholders.

Consider involving some of the following subject matter experts (SMEs) in planning and executing on your funeral home marketing:

- *Customer service and sales departments.* They interact with potential and existing clientele, so they'll have wisdom to impart about specific client needs and concerns.
- *Funeral directors and other experts.* People who can offer insider information on the processes at hand can help you craft informative, high-quality content that helps you connect with consumers online and off.
- *Legal or compliance personnel or consultants.* Have a process to ensure marketing and advertising initiatives meet regulatory requirements, including the Funeral Rule.

3. Use Data to Inform Marketing Choices

It's tempting to rely on your expertise when it comes to marketing. You know your clientele. It should be easy to convert your knowledge into radio ads, online content, or direct mails that engage your audience, right?

That's not always the case—especially when you're marketing alongside competition. After all, other funeral homes in the neighborhood also employ deathcare professionals who can pull from experience and conversations with clientele.

The marketing efforts that perform best are based on data as well as experience. You can start with industry benchmarks and information you can find online.

For example, if you see a lot of people are searching "cost of funerals" every month, it indicates a concern about budgeting for final arrangements. You can use that information to craft online content that meets those concerns, but you might also create a direct mailing addressing the topic.

You should also create marketing campaigns that build on your own data. If you run a radio ad, use a specific inbound phone number so you can tally how many calls the ad generated.

Keep track of traffic on your webpages, how people find you, and whether direct mailings drive traffic to your site or make your phone ring more. You can print a QR code on a direct mailer or use a specific URL so you can track where the page hits are coming from.

Welton Hong is the founder of Ring Ring Marketing® and a leading expert in creating case generation from online to the phone line. He is the author of *Making Your Phone Ring with Internet Marketing for Funeral Homes*. For more information, visit www.FuneralHomeProfits.com.

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