





ROBIN HEPPELL, CFSP

FUNERAL MARKETING & STRATEGY EXECUTIVE

CONTACT

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-  Victoria, BC
-  FuneralBoardroom.com

EDUCATION

ROYAL ROADS UNIV.
BComm Entr. Mgmt.
2002 - 2004

ADV ED & TRNG (BC)
Funeral Direct. & Embalm.
1987 - 1989

CERTIFICATION

CFSP
Academy Fun. Serv. Pract.
2006

CELEBRANT
In-Sight Institute
2003

GOOGLE ADS PARTNER
Google
2015

GOOGLE ANALYTICS
Google
2017

CREMATORY OPERATOR
Cremation Strategies & Con.
2017

ABOUT ME

4th generation funeral director and licensed for over 30 years, a CFSP, Certified Celebrant and Certified Crematory Operator. As a Funeral Marketing and Strategy Consultant, I offer strategic marketing consulting under Funeral Boardroom, training & education under Funeral Gurus, and digital marketing services under Funeral Results Marketing.

EXPERIENCE

FUNERAL BOARDROOM, FUNERAL FUTURIST & FUNERAL GURUS, 2004 – PRESENT
Funeral Marketing, Strategic Consulting & Training

Funeral Boardroom (1 on 1 consulting):

- Provide fractional CMO (Chief Marketing Officer) services for funeral homes
- Conduct a Marketing Audits for all marketing and advertising activities
- Identify best marketing channels for client's message and market
- Conduct competitive analysis and develop strategy to beat competition
- Work with funeral home owners on issues they want to brainstorm and execute
- Examples: pros and cons of new technologies, structure strategic partnerships, explore new opportunities like online cremation, create a system to cultivate online reviews, review direct mail pieces, choose call management or CRM

Funeral Futurist (general consulting and training):

- Present funeral related topics to associations & study groups internationally
- Operate live seminars (Funeral Rock Stars, Funeral Marketing Blueprint & Cremation Conference) managing all logistics including marketing, venue & catering, printing materials, registration and presenting all topics
- Facilitated and managed multi-million dollar trust rollovers

Funeral Gurus (training):

- Developed & facilitate membership website for professionals to interact
- Conduct CEU & training seminars (150+) including all processes of webinar

FUNERAL RESULTS MARKETING, 2008 – 2022

Digital Marketing Agency for Funeral Service

Founded, co-own and managed company with 9 remote team members in North America & Philippines. Clients are funeral homes, cremation providers & vendors

- Create & implement new strategies like Google-friendly obits and Get-Paid-First online cremation arrangements
- Create procedures for team based on funeral experience and expertise
- Conduct strategic analysis of online market to incorporate strengths
- Create, manage and optimize Google Ads accounts
- Analyze Google ranking and implement Local SEO best practices

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SPEAKING ENGAGEMENTS

NATIONAL / INTERNATIONAL

ICCFA 2022, 19, 12, 11, 10, 09,
08, 07
TanExpo (Italy) 2018
Funeral Rock Stars 2015, 14, 13
OGR 2015, 12, 09
NFDA 2013, 10
Funeral Bootcamp 2013
ICCFAU 2012, 11
FSAC 2011, 06
FPC 2010, 08
CANA 2007
CCFS 2010, 07
SIFH 2008

REGIONAL

Crematory Leadership 2016
IFHV 2016
IFDF 2014
People's Memorial 2012
LA County FDs 2012
OFDA 2011 (Ohio)
UFDA 2011
SFLIC 2010
LIC 2010
OACFP 2010
Tri State Northern Rockies 2010
AFD 2009
OFSA 2009
NJSFDA 2009
FDAKY 2009
NYSFDA 2008
OFDA 2008 (Oregon)
IFDA 2008
FSABC 2006

MARKETING & LEADERSHIP ROLES

MARKETING

- Implement all forms of marketing to promote various business units including:
 - copywriting, headline & ad writing, lead pages & magnets, lead segmentation, email marketing, apply sequences & campaigns, article writing, press release submission, video marketing, podcasts & webinars

LEADERSHIP

- Served on Board of Trustees (Academy of Professional Funeral Service Practice)
- Created business management courses (Canadian College of Funeral Service)
- Served as funeral sector member (Funeral Profession Coalition Council of Canada)
- Selected as Canadian component (NSM Preneed Marketing Group)
- Created marketing courses for cemeterians and funeral directors (ICCFAU)

NON-FUNERAL HIGHLIGHTS

- Member of the four-person Case Competition Team (Royal Roads University)
- Member of Internet Entrepreneur Panel for MBA & BComm Learners (UVic)
- Lead Internet Marketing workshops for First Nation Entrepreneurs (UVic)
- Served as Worshipful Master twice of Confederation Lodge (Grand Lodge of BC)
- Served as Elder (8 years) and Roll Clerk (3 years) (St. Andrew's Presbyterian Church)
- Appointed as Head Coach (3 years) & Assistant Coach (5 years) (Victoria Minor Hockey)

FROM TODD VAN BECK

Heppell has the knowledge and experience to blend his admirable funeral experience and his unquestioned dedication to funeral service and link this vast treasure trove of experiential expertise to today's Internet savvy consumer. Heppell is the great communicator and he has helped to guide and mentor scores of funeral homes with the results being that his funeral home client's present themselves in an enhanced manner, in an ever-changing market, to capture more service calls. Heppell's footprint on his client firms is proof of the adage that "Not all funeral homes are the same."

FROM JOHN MCQUEEN

Rob used to work with me as far as doing work for my funeral home when I had it and I attribute a lot of our great success and growth to the efforts that Rob put forth. He is definitely a guru.