



How to get the best audience for your funeral notices.

Part of the **Reach** family





Audience Habits.

**History and tradition are important.
Equally important is ensuring
inclusivity and a notice fit for 2023.**

Funeral Notices work closely with Funeral Directors every day. We're experts at making important family announcements with over 100 years experience.

This five-minute guide explores the future of funeral notices and will help you guarantee the best audience for your announcements.

Read on and let's discover what you need to do.



Who isn't online?

Very few people do not have access to the internet.

With over 67 million UK internet users, and 57.6 million active social media users in 2022*, it's clear that embracing the internet is now essential for the funeral industry.

It's not only young people who regularly access the internet, according to an ONS study 2020, 54% of people aged over 75 had recently spent time online. That number was expected to rise each year.

This means every generation of family you work with are likely to have access to, and regularly use, the internet. It is essential you are able to provide them with a digital option for their funeral notices.

Source: statista.com



Why is it important to announce a funeral?

Announcing a funeral gives people the opportunity to celebrate the life of a loved one and pay their respects

Other key benefits of a funeral notice are:

- Raise awareness of the funeral date and time.
- Create a digital memorial to share memories and send and receive condolence messages.
- Raise in-memory charitable donations.

To give more people the opportunity to view a notice, make sure the notice appears online.

Funeral Notices is home to almost 5 million notices, each one serving as an everlasting tribute to a loved one.



Part of the **Reach** family





Why Funeral Notices?

**Our audience is the best audience
for your notices.**

In 2022 we welcomed more than 12.6 million unique users*
to funeral-notices.co.uk

That's almost 20% of the adult population of the UK, or 1 in 5.





Why mobile is so important!

92% off all web traffic is now via a mobile device*

Funeral Notices is fully dynamic with the majority of our audience viewing on mobile devices.

All of the great benefits you see on desktop are available on mobile, letting people read notices and add tributes, candles and make donations wherever they are.

Is your website dynamic? We have experts on hand to support you in making this change. Get in touch to find out how we can help.



* Source: zeropark.com/blog/desktop-vs-mobile-traffic-covid-19/

Our digital solution.

Our funeral notices combine the traditional announcement with the changing technologies available to support families in their grief.

We can provide you with a newspaper notice that is also published online or a digital notice published to funeral-notices.co.uk.

All notices that appear on Funeral Notices remain online forever with people returning to add tributes whenever they wish. It's really easy to search for notices by location on funeral-notices.co.uk and many people visit every day to browse the latest notices in their community, taking the time to add a message or make a donation on the tribute page of someone they knew.

Notices can be shared on social media or messaging apps and link to your Funeral Director listings page.

We have a free trial of online notices available to any Funeral Director who has not booked one yet – contact us to start yours today.



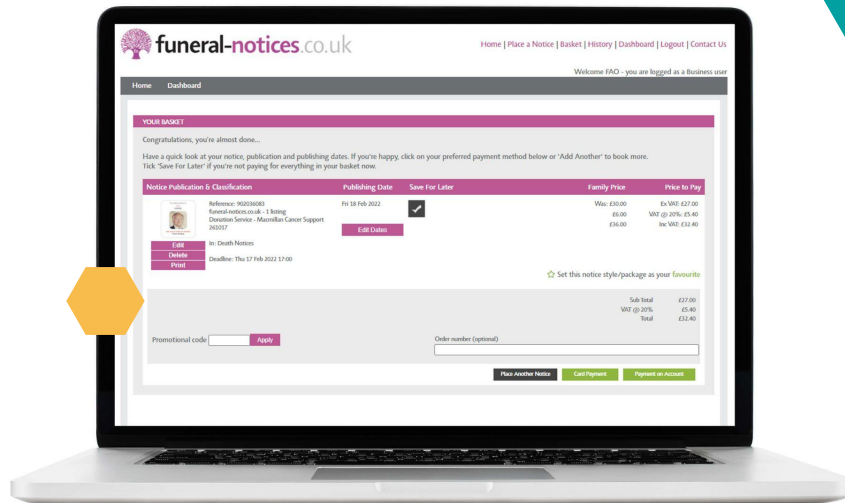
of the Reach family



Create your first **online** notice today.

Simply visit this link to start placing notices online:

funeral-notices.co.uk/fdlogin



Part of the **Reach** family



Join our Online Partner family today.

Benefit from our expertise and knowledge of the funeral industry and thousands of pounds worth of free targeted advertising on the No.1 funeral notices platform in the UK.

What do I receive as an Online Partner?

- Free online notices for 6 months*
- Access to a free Online Partner advertising package worth £2,000
- Unrivalled local and national audience for your notices
- A complete end-to-end cashless donation process for you and the family, at no cost to you
- Quick and easy set-up
- A team with over 100 years of experience supporting the funeral industry
- Online Partner accreditation

Find out more: onlinepartners.funeral-notices.co.uk

*Subject to T&C's



Part of the **Reach** family





Funeral Notices.

onlinepartners.funeral-notices.co.uk

fdteam@funeral-notices.co.uk

03444 060 276

Part of the **Reach** family

