



/ case study.

# Funeral Director.





## The objective.

Funeral Director Jonathen Harty contacted us to enquire about placing notices on behalf of his newly opened independent Funeral Director business.

He was keen to promote his business locally and was looking for ways to provide an online donation solution to allow bereaved families to collect funds in memory of their loved ones.

## Our thinking.

Jonathen spoke with Account Manager Rob Stebbing who immediately recognised Lord-Brown & Harty as an ideal candidate to be an **Online Partner** of Funeral Notices and put the proposal to them.

This will help promote their business locally and provide them with a platform to publish notices onto their own website, provide online donations at the click of a button and allow families to add tributes in memory of their loved ones.

Becoming an **Online Partner** is free and the benefits will really help with the needs of their funeral business.





## Solution Becoming an Online Partner.

Lord-Brown & Harty chose to display notices on their website using the embedded feed option and placed the feed behind a new 'Obituary Notices & Donations' button on their website homepage.

Now they could advise families to view their notices and make donations using their website, making it easier for families to donate and add tributes.

The new notices feature on his website attracts visitors from their local community looking to discover who has passed away and engage with the notices of the people they know.





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## Solution Online Donations.

One of the main objectives for Jonathen Harty was to provide a simple donation solution for families; becoming an **Online Partner** fulfilled this objective at no expense to the business or families.

Since Lord-Brown & Harty became an **Online Partner** in March 2021, families have raised over £10,000 for charities in memory of loved ones, with the benefit of Gift Aid adding 25p to every £1 donated:

£11,442

Total amount raised

£1,454

Gift Aid

(Donation totals as of 19/08/2022)



Part of the **Reach** family



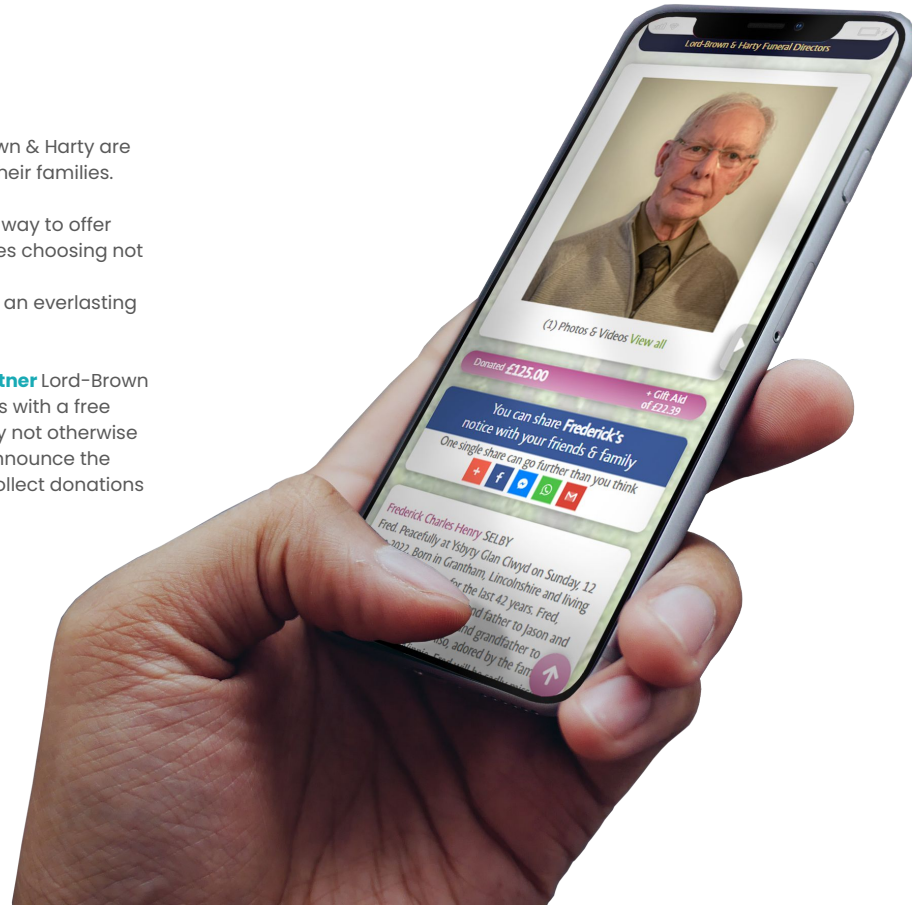


## Solution Online Notices.

As an **Online Partner** Lord-Brown & Harty are able to offer online notices to their families.

Online notices are an effective way to offer **online donations** to any families choosing not to have a newspaper notice. They also provide families with an everlasting tribute page to their loved one.

Since becoming an **Online Partner** Lord-Brown & Harty have helped 37 families with a free online notice, families who may not otherwise have had the opportunity to announce the passing of their loved one or collect donations in memory.





# Solution Online Partner advertising

## Weekly MPU ad impressions.

As an **Online Partner** Lord-Brown & Harty immediately benefited from additional free online advertising in the form of MPU advertising in search results on funeral-notices.co.uk.

# 215,481

Total advert impressions since becoming an Online Partner

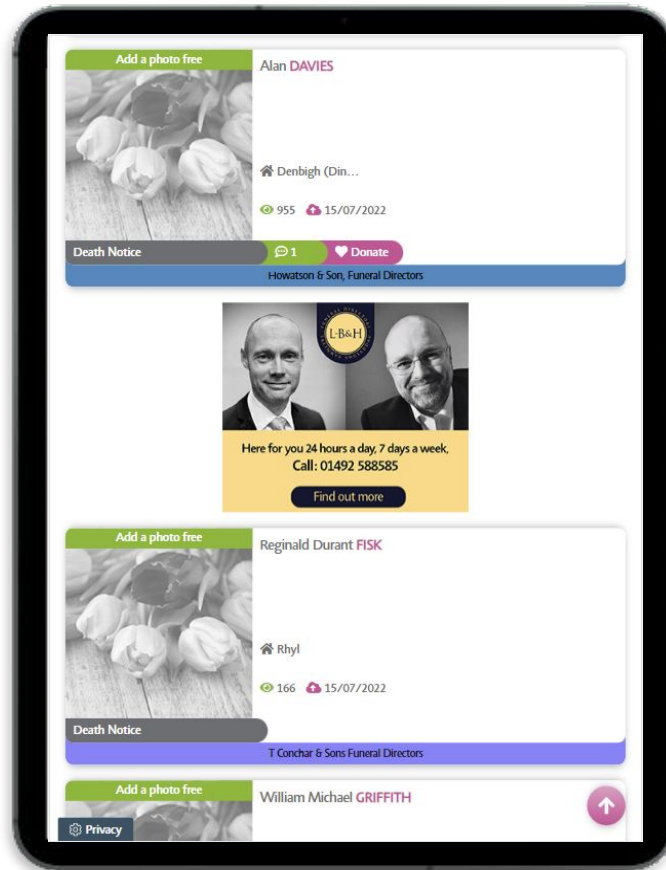
# 8,311

Weekly digital advert Page Impressions

# 52

Website Enquiries

*(Business overview figures are from the last 30 days)*



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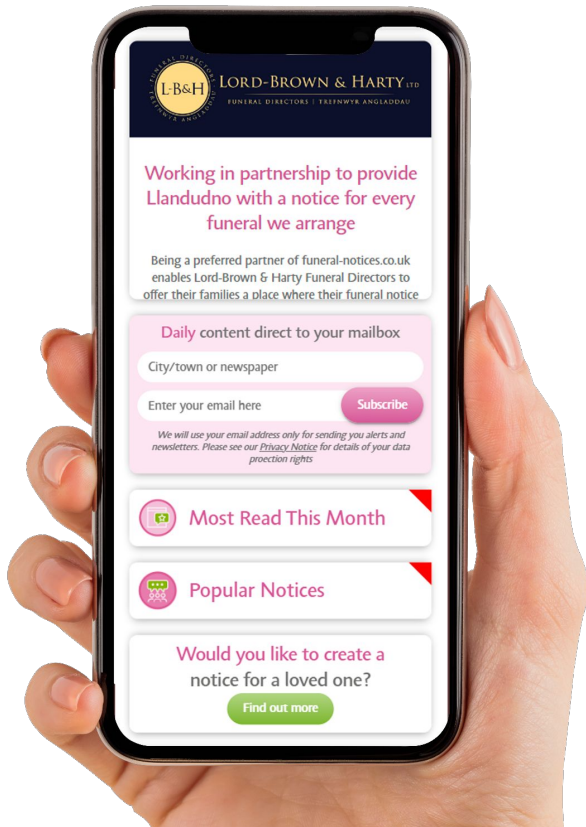
Part of the **Reach** family



## Solution

# Online Partner Advertising.

## Online testimonial.



## Supporting Lord-Brown & Harty as Online Partners.

Working with Lord-Brown & Harty we came up with a testimonial advert to appear online on funeral-notices.co.uk.

The advert appears on the Funeral Notices landing page of their local news website.



# Solution

## Online Partner Advertising.

### Newspaper testimonial.



Announce, share and remember forever

Find a local Funeral Director in our online directory

We have over 2,500 Funeral directors listings nationwide

Costs a notice from just £16

Visit: [funeral-notices.co.uk](http://funeral-notices.co.uk)

To place your funeral notice, call the phone call: 01492 388585

**DEBBS**

**GILBERT Joseph Arnold** (1941)

Passed away peacefully on 23rd December aged 87 years. Buried with his beloved wife Lilian, loving father of Paul & John. Will be very sadly missed.

Funeral Service will take place on Wednesday 19th January at 12.00 noon in the Crematorium, North Wales Chapel on Wednesday 19th January at 12.00 noon.

Family flowers only. Tribute donations in memory of Joe are welcomed by Ardsley House (Pwll Coch Account).

Enquiries to Pearson Gutteridge, 87 St. Alban Street, Liverpool, L16 2SD. Tel: 01517215114

**WIGHAM Shirley**

(Station District) Passed away in hospital on 16th February aged 85 years.

Care wife of the late Ian. One daughter of Karen and John, mother-in-law of Colin and Gail. A loving, devoted care to family. Special care given and caring. Arrangements by Pearson Gutteridge.

Funeral service on Monday 28th February at 11.00am in the Holy Trinity Church, St. John's.

Family flowers only please. Donations in lieu may be sent to The Holy Trinity Foundation, C/O Wilson Funeral Services, 127-129 Ashley Road, Station District, L16 2SD.

**GILBERT Joseph Arnold** (1941)

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Funeral Service will take place on Wednesday 19th January at 12.00 noon in the Crematorium, North Wales Chapel on Wednesday 19th January at 12.00 noon.

Family flowers only. Tribute donations in memory of Joe are welcomed by Ardsley House (Pwll Coch Account).

Enquiries to Pearson Gutteridge, 87 St. Alban Street, Liverpool, L16 2SD. Tel: 01517215114

**JOHNSON Paul**

28th December 2021.

Passed away peacefully in hospital on 28th December aged 87 years. Buried with his beloved wife Lilian, loving father of Paul & John. Will be very sadly missed.

Funeral Service will take place on Wednesday 19th January at 12.00 noon in the Crematorium, North Wales Chapel on Wednesday 19th January at 12.00 noon.

Family flowers only. Tribute donations in memory of Joe are welcomed by Ardsley House (Pwll Coch Account).

Enquiries to Pearson Gutteridge, 87 St. Alban Street, Liverpool, L16 2SD. Tel: 01517215114

**GUNSON Sheila May**

January 7th 2022, aged 88 years.

Passed away peacefully at home. Buried with her loving husband Stan, daughter of May and Bob. (Both deceased). Loving mother of Peter and David. Loving grandmother of James and David. Loving great-grandmother of James and David. Loving great-great-grandmother of James and David. Loving great-great-great-grandmother of James and David. Loving great-great-great-great-grandmother of James and David. Loving great-great-great-great-great-grandmother of James and David.

Funeral service to be held on Monday 17th January 2022, at St. Chad's Church at 11.00am. Burial to take place at St. Chad's Church at 11.30am. Family flowers welcome, or donations if desired to R.N.L.I.

All enquiries to Pearson Gutteridge, 87 St. Alban Street, Liverpool, L16 2SD. Tel: 01517215114

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Did you know you can leave unlimited photos online completely free of charge on any notice?

Leave unlimited tributes online

**LORD-BROWN & HARTY**

Working in partnership to provide Llandudno with a notice for every funeral we arrange

Announce, share and remember forever

"We partner with funeral-notices.co.uk as we realise that lots of our clients want an interactive service where messages of condolence and memories can be shared. Whilst we are a well established company, working to traditional values, we realise the importance of working within modern age, offering not only the traditional newspaper notices, but added value services, available at the touch of a button."

Being a preferred partner of funeral-notices.co.uk enables Lord-Brown & Harty Funeral Directors to offer their families a place where their funeral notices can be seen by local communities through regional print including the Daily Post and local news websites, whose local audiences return day after day to read the funeral notice pages.

funeral-notices.co.uk is an online community where notices remain online forever, they can be shared with family and friends and tributes and photos added free of charge.

funeral-notices.co.uk are pleased Lord-Brown & Harty Funeral Directors have chosen to partner with the UK's number 1 provider for funeral notices, making sure their notices are seen, loved, and shared by the people important to their families.

Speak to one of the team at funeral-notices.co.uk about becoming a preferred partner. Contact: 01492 388585. Email: [info@funeral-notices.co.uk](mailto:info@funeral-notices.co.uk)

Chris Lord-Brown and Jonathan Harty have over fifty years of combined experience assisting families in Llandudno and the surrounding area. Their expertise and knowledge combined with their extensive contacts have led to numerous families requesting them to arrange and conduct the funeral services of their loved ones. Together they run Lord-Brown & Harty Ltd. This independent, vital and professional provider of specialist funeral directors and memorial notices is situated in the heart of Llandudno on the North Wales coast.

Visit Chris and Jonathan at 12 Trinity Square, Llandudno. Or contact them 24 hours a day on 01492 388585. Visit them online at [www.lbhndh.co.uk](http://www.lbhndh.co.uk)

Speaking to your community through their local paper.

To further promote their funeral business in the local community, we worked with Lord-Brown & Harty to create a newspaper testimonial advert to appear in their local Reach newspaper, The Daily Post (speaking directly to their community in North Wales).

Part of the Reach family





"Using **Funeral Notices** has been a huge boost for us as a business but more importantly for our families who have been able to reach a far wider audience for funeral details and the simple collection of donations.

"We **cannot imagine not having this platform** as part of our arrangements."

**Jonathen Harty - Owner & Funeral Director,**  
Lord-Brown & Harty Funeral Directors, Gwynedd, Wales.





# Funeral Notices.

**Darren Minns**

Contact Centre Director  
(Funeral Notices)

darren.minns@reachplc.com  
07730 636395  
fdteam@funeral-notices.co.uk



Part of the Reach family

