



BY TRUSTING THE MANAGEMENT OF THEIR ONLINE PRESENCE TO REACHLOCAL, HETHERINGTON FUNERALS HAVE DOUBLED THEIR INBOUND LEADS IN TWO YEARS.

HETHERINGTON FUNERALS

ABOUT

Established from humble beginnings in 1999, Hetherington Funerals has grown to become a successful provider of funeral services to many families throughout Western Australia.

CHALLENGES

Hetherington Funerals needed to establish their online presence, and implement a digital marketing strategy to compliment traditional advertising methods. They also needed a platform for campaign tracking and reporting, that could give visibility over exactly where their leads were coming from.

GOALS

- Increase online presence to reach prospective clients where they're searching
- Track and measure the ROI of all forms of marketing, both digital and traditional
- Improve the number of leads coming into the business

SOLUTIONS

ReachLocal executes a custom digital marketing strategy for Hetherington Funerals, including:

- Search Engine Marketing
- Search Engine Optimisation
- Social Ads with Smart Optimisation
- Campaign Tracking
- ReachEdge

"ReachLocal have been fantastic to deal with. The unique thing about them is they have three people working on our account, all experts in their own areas."

*Aveline Adams
Business and Marketing Advisor
Hetherington Funerals*