



AFTERCARE FOR THE **DIGITAL AGE**

How a text-message based aftercare program can transform your business


Aftercare for the *digital* age.

AFTERCARE FOR THE DIGITAL AGE

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At Domanicare, we're proud to provide the most sophisticated and innovative aftercare program available. Traditionally, aftercare programs have been cumbersome, expensive, and hard to track real results regarding revenue. With Domanicare, you will have a state-of-the-art aftercare program that is simple, cost-effective, and by using the Domanicare Reviews feature, delivers an immediate positive impact on your online reputation and your bottom line.

Domanicare is a text message-based aftercare program. We follow up with families after a death through personalized, customized text messages.

What makes a text message program so great? Let us ask you this: When was the last time you received a text message and didn't read it? Only text messaging boasts a 98% open rate and a 45% response rate. If you want to be a part of your community and reach families where they are, you have to meet them on their phones.

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You work hard to deliver a positive experience to the families you serve. As part of your aftercare efforts, you need to identify those that had a great experience and are raving fans of you and your funeral home. In addition to identifying these fans, you need to get them to share their positive experience with the world in the form of an online review.

DOMANICARE REVIEWS



...and they trust them as much as
recommendations from friends and family.

Not only are most people reading reviews when making a purchase, but they are willing to pay more for the same product or service if they are assured they'll have a better experience.

With Domanicare Reviews, you can identify your raving fans and turn them into 5-star reviews. With an improved score and more reviews, you'll experience better SEO results, higher website traffic, and ultimately higher case volume. Businesses that invest in review generation see a 6% increase in revenue from their efforts.

Still not convinced? Don't just take our word for it, take a look at some actual results from our funeral home partners.



DOMANICARE RESULTS



"I HAD NO IDEA HOW POWERFUL THIS PROGRAM WAS UNTIL I SAW THE RESPONSES BACK TO OUR FAMILIES."

– BRYCE BUNKER

BUNKER FAMILY FUNERALS



ACTUAL RESPONSES from families to our Domanicare text messages:

Thanks so much for reaching out. We appreciate your thought and your consideration. We also thank you for the fine manner in which you all handled my mother's funeral. As well as my father's funeral a year ago. You guys are awesome. We appreciate all that you do. I would recommend you to anybody. If there's anything that we need, we certainly will reach out.

Thank you so much for caring. I am hanging in there just trying to get used to my new life again thank you so much. You all are such wonderful people.

Thank you so much for checking in on me that was very gracious and nice of you. I am doing really well it just takes time. Thank you ❤️

Thank you. So very sweet. I am doing fine. Every time I drive by I think of the great service you all provided. Thank you

OUR DOMANICARE **LIVE** TEXT RESPONDERS

ensure quality conversations with
your families instead of automated
responses.



REVIEW GENERATION RESULTS

DOMANICARE HAS GENERATED OVER
4,000
5-STAR
GOOGLE REVIEWS FOR FUNERAL HOMES

97%
OF ALL DOMANICARE FUNERAL
HOMES ARE RANKED #1 IN THEIR
MARKET ON GOOGLE

Average of
16.33
★★★★★
5-star reviews in
the first week

64%
...increase in the total
number of reviews for our
funeral home partners

4.80
...stars - average
Domanicare-generated
review rating



ACTUAL GOOGLE REVIEWS generated from Domanicare

★★★★★
The entire staff were very kind and caring at the time of my father's passing away. They were amazingly attentive to every detail and supportive to our entire large family.

★★★★★
Hummel Funeral Home took care of the services and burial for our loved one. They were very helpful and professional. The slideshow, bookmarks, and printed book were all exceptionally done! We received many positive comments about them. Theresa was thorough as we were making our arrangements and so very helpful the day of the service and burial. We highly recommend Hummel Funeral Home.

★★★★★
Hummel Funeral Home did a wonderful job of arranging my husband's funeral. They thought of everything, and offered a wide range of services to choose from. Everyone there was respectful and professional. I would highly recommend them. They even contacted me a few months afterward, asking if I was doing well. Very thoughtful!

★★★★★
Everyone was extremely compassionate during this tough time. I was impressed with the care and thoroughness with which everything was handled. Clark did everything possible to make this an easy transition. Thank you for doing such a wonderful job.

CAMPAIGN REPORTS

domanicare™

JULY

Total Contacts

26

Initial Responses

13

Response Rate

50%

Total Texts Sent

49

Present Number
of Reviews

24

Reviews Generated
to Date

20

Initial Message

Hi [First Name], this is Elizabeth with [Funeral Home]. [Funeral Director] asked me to reach out and let you know we were thinking about you and wanted to see how you were doing. We know how challenging these first few days and weeks can be. Please let us know if there is anything we can do for you.

Name

[Name Here]

.....
[Name Here]

Initial Response

I am doing very well. Your help and concern calmed all members of the family. Personally, I am quite calm, keep myself busy and often reflect knowing she is free of pain and is in her next step of perfection. Thank you for reaching out.

.....
I am doing well. It is a challenge but I know everything will be ok. I was going to call you today. Do you know when the funeral service will be available on your website so those who missed it can listen?

Domanicare Response

You are welcome, [name]. I am glad you are doing well and have been able to find solace. Thank you for entrusting us with the care of your loved one and for your kind words. Know we are thinking of you and hope you have a good week.

.....
You are welcome, [name]. The grief and healing process takes time, so please be patient and kind with yourself. I will touch base with [Funeral Director] and check when the service will be available.

[Name], [FD] just told me they will have the service available today. Let us know if there is anything else

Campaign reports are delivered to your funeral home each month.



Includes:

- Total Contacts
- Initial Responses
- Response Rate
- Total Texts Sent
- Current Reviews Count
- Reviews Generated
- All conversations

30+

ONLINE COURSES

created by grief and loss experts

FREE, UNLIMITED ACCESS

provided to our funeral home partners and all of the families you serve.



UNIQUE ACCESS CODE

generated for your funeral home with a custom-built landing page.



domani

for grief and loss

Every Domanicare partner automatically joins our

online grief support platform in order to provide families a better path toward healing.

Families receive free access to the online courses through an access code unique to your funeral home, sent via text message.

Partners can add Domani For Grief to their websites in order to ensure families are always able to find the resources they need.



TESTIMONIALS

Domanicare has helped us go the extra mile with our families, reaching out to them in a personal way. They compliment our staff perfectly by contacting our families in a timely and caring manner after services have been provided.

Not only that, but our Google Reviews have increased by nearly 300% since starting with Domanicare. We couldn't be happier with our decision to partner with Domanicare; it's a game changer!

- Paul Hummel
Hummel Funeral Homes
Akron, OH

Domanicare provides the gift of aftercare with continuing relationships that I have dreamed about for years... Having the interpersonal continued outreach with our families through Domanicare, on meaningful dates, occasions, and just to check in, captures the essence of true care and attention, long after the funeral, makes each person feel like they matter.

Most importantly, the responses from our families have been overwhelmingly positive, making us even more grateful for partnering with Domanicare! (And the increase in Google reviews is an added bonus!)

- Ginny Sanzo
Bedle Funeral Home
Keyport, NJ

Since making the decision to add Domanicare to our aftercare programs, we eliminated the need for any other program. Domanicare now covers the aspect of reaching out to families, freeing up time to allow us to work with new families. They have boosted our Google Reviews and families rant and rave over the communication and follow-up they receive.

The Domanicare team is highly receptive to messages and instantly reaches out if there are any questions a family may have. Domanicare is the best in the game and would highly recommend them to anyone who wants to stand out from their competitors!

- Scott Glover
Alsip & Persons Funeral Chapel
Nampa, ID

INTERESTED IN LEARNING
MORE ABOUT WHAT
DOMANICARE CAN DO FOR
YOU AND YOUR FUNERAL
HOME?

TEXT
"DOMANICARE"
TO **801.893.5733**

TO SCHEDULE A DEMO,
GIVE US A CALL AT
480.298.7655

 **domanicare**[™]
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