

# SAIF online pricing toolkit: easy access version

*Seven steps to maximise market position through effective online pricing*



# Seven steps to maximise market position through effective online pricing

This document can be read in conjunction with a long form version in Word or on its own. It covers the following seven steps:

1. *Showcase funeral elements and demonstrate how you go further than the competition*
2. *Make pricing easy to view*
3. *Keep it simple*
4. *Talk about prices on social media*
5. *The importance of calls to action*
6. *Risks of going online*
7. *Develop your digital skills*

# 1. Showcase funeral elements and demonstrate how you go further than the competition

- Talk about benefits to the consumer not the features of your offering, for example, instead of saying:

**Provision of hearse - £300**

Say:

**A spotless and modern Jaguar hearse to convey your loved one with style and dignity on their final journey - £300.**

- Remember, the SAIF Code of Practice online pricing requirement is a minimum standard. Whether you itemise funeral elements or display whole packages, it's better to go above and beyond and demonstrate the benefits of using your services



## 2. Where online pricing should sit on your website

Do:

- Make your prices easily accessible from your website's main page
- Make pricing prominent in your website's menu navigation
- Create a standalone page for pricing

*Don't:*

- Make users have to click through lots of pages to get to your prices
- Be afraid to put prices on your main page



### 3. Make online pricing simple and user-friendly

- Make it easy for website visitors to view funeral price options alongside each other
- Make it simple for people to quickly calculate the price of a funeral including third-party costs
- Make it easy for consumers to compare your services with other providers
- Avoid long complicated lists and lots of numbers that will only confuse people
- Make sure there's plenty of clear space on your webpages to allow people to digest information
- Road test your online price information with trusted acquaintances outside of the funeral sector if possible

## 4. How to talk about online pricing on social media

- Develop themes for online conversations about price, such as how you:
  - *Offer value and quality*
  - *Are committed to transparency*
  - *Are innovating with new products and services*
  - *Are being competitive through special offers*
- But always remind social media followers of the benefit to the consumer - the reason to believe in your services and the positive impact you have.

## 5. The importance of accompanying online pricing with calls to action

- Use calls to action on your website to encourage people to engage with your business. For example, include buttons or hyperlinks with the following wording:
  - *Enquire now*
  - *Call today*
  - *Speak to our caring team*
  - *Find out here*



## 6. Risks associated with going online

- **Words can be misconstrued:** choose your language carefully and ask colleagues to sense-check phrases you are unsure about
- **Will people think it's worth it?** Evaluate whether your offering as described on your website represents value for money
- **Don't race to the bottom:** avoid a price war by competing on value and quality - demonstrate the benefits of your service and the positive impact you have on families



## 7. Develop your digital skills

- Look outside the funeral sector at online pricing examples in other sectors -  
<https://blog.hubspot.com/marketing/pricing-page-examples>
- Get trained in digital marketing or bring in external expertise to help
- Learn how to use customer data to better tailor your service to people's needs. This could include client interests, beliefs and location to help design more personalised services. Over time, lots of individual data begins to create a wider market picture