

How the Chicago Tribune Earned Over \$49K with Local Spotlight

Study Summary

Legacy's Funeral Home Local Spotlight (FHLS) provides newspapers with a unique premium feature set for select funeral homes in market. The easy-to-implement program showcases the funeral home's brand and services in the most relevant place in their community – their local newspaper's obituary home page.

The Chicago Tribune, a longtime Legacy.com partner, has always been proactive in finding ways to optimize their obituary category. The paper was an early adopter of the Funeral Home Local Spotlight program, launching in July 2013. The Chicago Tribune took an interest in Funeral Home Local Spotlight because of the revenue opportunity, but was also excited about the opportunity to build better relationships with funeral homes in their market.

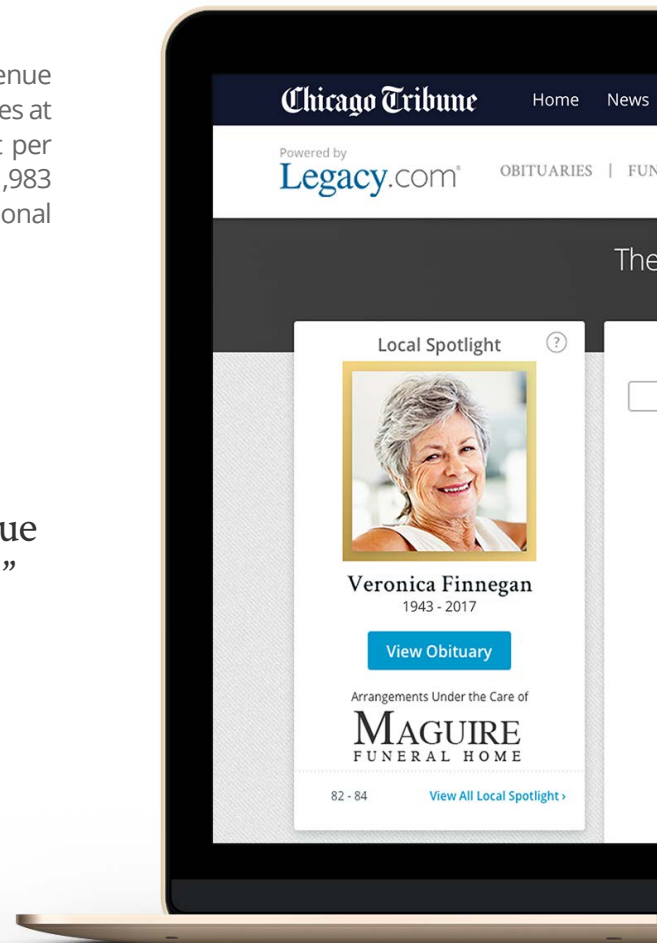
Chicago Tribune Earn Incremental Revenue

Funeral Home Local Spotlight provides newspapers an additional revenue stream by offering funeral homes additional features on their online obituaries at an added cost. The Chicago Tribune charges funeral homes an extra cost per obituary to be in the Local Spotlight. In 2016, the Chicago Tribune had 1,983 Funeral Home Local Spotlight notices, resulting in over \$49,000 of additional revenue for the paper's obituary category.

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“It was surprisingly easy to tap into the new revenue this program brings. We have been very pleased!”

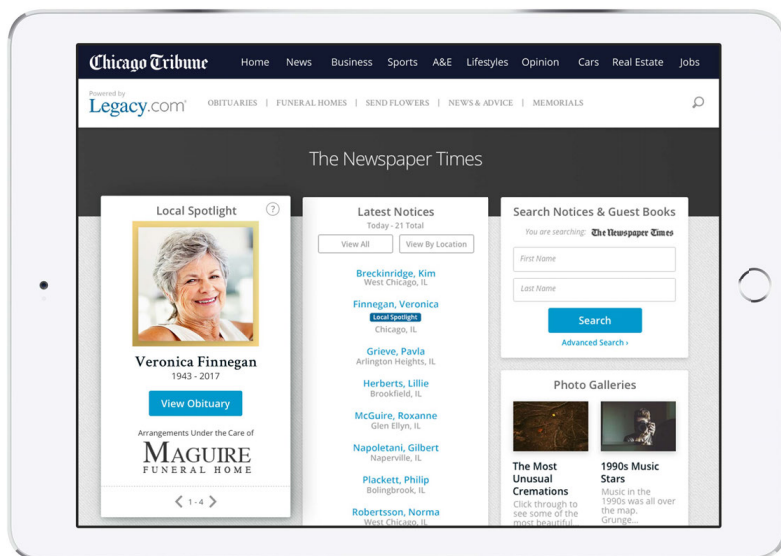
Amy Houser,
Director of Sales Operations, tronc



Offering Funeral Homes More Brand Exposure

Funeral Home Local Spotlight was built to offer funeral homes more exposure by featuring a funeral home's obituaries and logo prominently on the newspaper's obituary page. The obituary has more links to the funeral home's website, prominent branding, revenue share on flowers orders, and links to funeral home's preplanning page to drive lead generation.

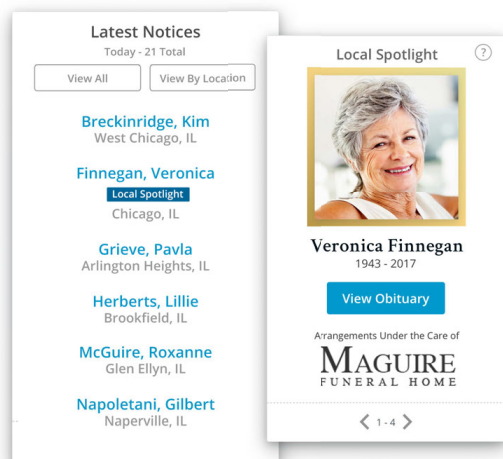
The Chicago Tribune's funeral homes on Local Spotlight saw the impact of the program. In December 2016 and January 2017, funeral homes that had obituaries in the Spotlight received 311% more impressions than notices that were not in the Spotlight on the Chicago Tribune's obituary home page.



A Built-In Sales Team

Funeral Home Local Spotlight is easy to implement and can drive meaningful revenue results for any newspaper's obituary category. Legacy has a dedicated sales team that is available to help your newspaper sell the program to your funeral home partners.

John Heald, Vice President of Channel Development says, "As a funeral home owner myself, I understand their business and challenges and I have found that I can help both the funeral home and newspaper simultaneously. In addition, I can act as the salesforce for the program in a specific market eliminating any concerns around staffing and cost. In any given market, we've been reaching out to top funeral homes introducing the new program and what has really helped in the sales process is my credibility as a funeral home director."



How to Get Started

Legacy's full-time implementation team can turn on the program when you're ready to launch. To receive a custom analysis on how much incremental revenue you can drive with Funeral Home Local Spotlight, contact us at marketing@legacy.com.