

# Complimentary Resource for Pontem Online Burial Search Clients

To help you maximize your investment related to publishing your cemetery records online, when you subscribe to this service, Pontem will provide you with a complimentary *Marketing and Promotion Toolkit*.

The kit is chock-full of tip sheets, suggested copy, graphics, and templates that can be simply personalized and used to create awareness of your cemetery's online burial search service and memorial pages through local media outlets and community groups as well as on your or your parent organization's website.

With more than 87% of the American adult population interested in learning more about their family's history,\* and burial records being one of the most vital to those discovering and tracing their roots, your cemetery office is in a unique position to provide a valuable and valued community service. This informative toolkit available only to Pontem Online Burial Search customers will show you how.



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\* Harris Interactive, July 2009, <http://corporate.ancestry.com/library/media/Getting%20Started%20One-Sheet%202.19.10.pdf>

# Does an Online Burial Search Service Provide a Valued AND Valuable Public Service?

Yes! But, don't just take our word for it...

Here's a brief collection of facts, figures, and trend information related to the growth of the public's interest in genealogy and researching family histories online we think you might find interesting and enlightening.

- According to a recent Harris Interactive poll, 87% of American adults are interested in learning more about their family histories. [1]
- A 2009 Bank of America Merrill Lynch analysis reported nine million Internet users describe genealogy as a 'core passion/hobby.' The majority of this group, (7.5 million), are 45 years of age and older. [2]
- More than 120 million Americans are 45 years+ in age, representing 30% of the U.S. population. [3] As Baby Boomer-ers and Gen X-ers continue to grow older, by 2020 this well-educated and technologically-savvy age group is expected to grow by an additional 15%. [4]
- In the last decade, "Internet penetration" in North America has increased 30% with 80% of the U.S. population (approximately 266 million) now online. [5]
- In December 2010, 10 of the most popular genealogy websites attracted 17.5 million unique visitors — roughly one out of every 20 Americans. [6]
- In recent years, the number of online genealogy blogs has exploded — from 400 in 2009 to an expected 3,200 by the end of 2011. [7]
- Google searches for family history-related information increased 10-20% [8] during the Winter of 2010 which happened to coincide with the premiere of the hit NBC television series, *Who Do You Think You Are?* Other genealogy-related resources reported similar gains. [9]
- An average of 6.4 million Americans watched "WDYTYA" each week during its inaugural season, making it the most-watched prime time TV program on Friday nights. [10] Due to sustained viewer response, the show is scheduled to return for its fourth season on NBC during Winter 2012.



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# Offering An Online Burial Search Service is As Easy As 1-2-3!

1. If your cemetery or parent organization already has a website which your online burial search page will be a part of or linked to, Pontem will design your online burial search page to carry forward the same design theme to support your organization's branding efforts already in place.
2. There's no need to export your burial record data. Everything you need is already contained in your Pontem Software Cemetery Data Manager files. Burial record information is pulled directly from your existing database and the results of a visitor's online search request is displayed right on his/her own computer screen.
3. Your search service can become even more valuable over time as it allows visitors (if you wish) to submit additional family information related to each occupant. This data will be directed to the Cemetery Records Manager so it can be reviewed, then be added to your database to be viewed by subsequent visitors.



## Online Burial Search

[Return to Home Page](#)

### Burial Information

[Search tips](#)

Last Name

First Name

Year of Interment:

Veteran

Unknown



Cemetery Name:

(All)



Please enter at least one of the search criteria before requesting a search.

[Clear](#)

[Search](#)

Every effort has been made to provide the most current and accurate information possible on this site. No warranties, expressed or implied, are provided for the data herein, or for its interpretation.

Burial Records Current As Of:  
Sunday, April 26, 2015

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# Pontem's Online Burial Search Marketing and Promotion Toolkit Features...

A collection of tips, tools and resources to help you create awareness of your cemetery's Online Burial Search Service both online and off including:

- Five Easy Steps to Obtaining Media Coverage
- News Release Writing and Distribution Tips
- Easy-to-Use, Customizable News Release Templates for Announcing Online Burial Search and Memorial Page Services
- Customizable Media Advisories, Newsletter Articles and "Filler Ads" Complete with Suggested Graphics
- Tips for Promoting Cemetery Special Events to Local Media and Community Groups
- No-Cost and Low-Cost Publicity and Promotional Ideas That Enhance Community Awareness and Generate Good Will
- Website Design Suggestions and Graphic Elements
- Tools for Leveraging the Power of Social Media Including Sample Social Media Messages to Draw Visitors to Your Site
- Checklists to Guide You in the Successful Launch of Your Online Burial Search Service and Memorial Pages and, so much more...

An Exclusive and Value-Added Resource Available Only to Pontem Online Burial Search Customers Provided Free of Charge!



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# We'll Give You the Tools...

*And, you'll reap the rewards!*

Besides helping your cemetery meet the ever-increasing public interest in genealogy and conducting online family history research, adding Pontem's Online Burial Search and Memorial Page features to your Pontem Software Cemetery Management Suite will also benefit your cemetery in other valuable ways:

- Staff and/or volunteers will spend less time responding to inquiries for grave occupant information, freeing them to handle other important tasks.
- The self-service nature of Pontem's Online Burial Search enables you to stretch limited resources and budgets without sacrificing customer service in an era when *every* day and dollar count.
- Being accessible and interactive positions your cemetery favorably in the minds of the general public and family members — individuals who often are prospective clients and a source of additional sales, income and/or volunteer support.
- Combine Pontem's Online Burial Search with our popular and powerful GIS Mapping feature and not only will only visitors be able to search for burial record information, they'll be able to *see and print out a map* showing the actual location of each grave via their computer, tablet or smartphone.
- Whether you're a one-person shop or part of a larger organization, Pontem's exclusive Online Burial Search Marketing and Promotion Toolkit will help you bolster your cemetery's reputation as an essential community resource that's actively involved in preserving and providing access to vital local history records — at no cost to you!

## Put the Power of a Pontem Online Burial Search and Memorial Pages to Work for You!

Call us toll-free at 888.742.2378 or send us an email at: [sales@pontem.com](mailto:sales@pontem.com).

We'd be happy to show you what other cemetery managers across the country already know...

*What a valued AND valuable service Pontem's Online Burial Search and Memorial Pages can be!*



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# References

- [1] Harris Interactive, July 2009. <http://corporate.ancestry.com/library/media/Getting%20Started%20One-Sheet%202.19.10.pdf>.
- [2] Bank of America Merrill Lynch analyst report, December 2009. Data from @Plan study conducted May 2009.
- [3] U.S. Census Bureau, "U.S. Population Projections," Released 2008 (Based on Census 2000), <http://www.census.gov/>.
- [4] U.S. Census Bureau, "U.S. Population Projections," Released 2008 (Based on Census 2000), <http://www.census.gov/>.
- [5] Pew Internet. <http://www.pewinternet.org>.
- [6] Compete.com: Ancestry.com, Archives.com, MyHeritage.com, Genealogy.com, FindAGrave.com, FamilySearch.org, Archives.gov, FamilyLink.com, Geni.com, Footnote.com. <http://www.compete.com/>.
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- [8] Google Trends, representing search volume. Search terms: obituaries, vital records, ancestry, immigration records, death records, family heritage, family history, genealogy, birth records, census records. August 2007 through December 2009. <http://www.google.com/trends>.
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- [10] "Final 2009-10 Broadcast Primetime Show Average Viewership," June 16, 2010, Bill Gorman, TV By the Numbers. Data from Nielsen TV Ratings — The Nielsen Company. <http://tvbythenumbers.zap2it.com/2010/06/16/final-2009-10-broadcast-primetime-show-average-viewership/54336/>.

For a sampling of Pontem Software clients who have already launched a Pontem Online Burial Search Service of their own, visit the Cemetery Management Software section of our website at [www.pontem.com](http://www.pontem.com) and click on "*Try It and See!*"



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