



Marketing Guide



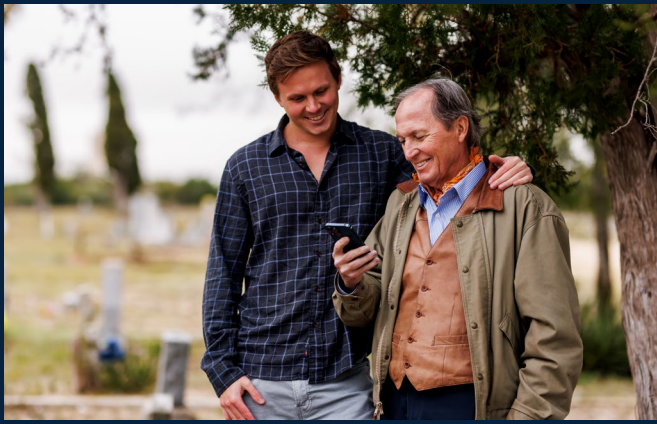
Our Marketing Guide is specifically designed for deathcare industry professionals including funeral home operators, monument manufacturers, and aftercare programs. It delivers concise and useful resources to enhance client relationships. It offers practical insights for not only deepening existing client relationship, but also for effectively communicating your unique services and expanding your reach in this sensitive and vital industry.

Preserving Legacies, Connecting Generations



[QRemember.com](https://qremember.com) was born out of a profound sense of loss and an enduring desire to treasure memories, QRemember is our answer to preserving these legacies, these stories that define us. We believe that data is the future of memorial preservation, and our mission is to develop a sustainable way to capture and protect the life stories of each and every individual, today and forever. This is just the start of a revolution where data has the potential to impact each one of us, even beyond the confines of mortality.

Based in Austin, Texas we offer a synergy of physical products and software applications centered around two distinct areas: celebrating life and providing memorial solutions for humans and animals.



Benefits to Families

Provide accessible, meaningful, and collaborative software combined with physical products to capture loved one's stories. Families can do it all with an easy-to-use and secure digital platform.

Preserving Legacies: Families can capture, store, and preserve the stories and memories of their loved ones, ensuring their legacies live on.

Personalization: Families can create a unique and personalized digital space that reflects their loved one's life, interests, and personality.

Easy Accessibility: With the QR plaque, families can easily access these stories anytime and anywhere, providing a constant source of comfort and connection.

Enhanced Connections: Through the sharing and preservation of stories, families can feel a stronger connection to their loved ones and to each other.

Interactive Experience: Where families can explore, share, and even add to their loved one's stories.

Memorials That Go Beyond The Gravesite

Easily affix the QR plaque to a range of physical items. Families have the freedom to showcase this wherever they prefer, making access to their loved one's stories remarkably effortless.



Benefits to Operators

We offer many benefits to funeral operators, monument companies, and after care programs in the deathcare industry



Enhanced Customer Satisfaction: By offering innovative solutions, you can provide additional value to your clients, helping to enhance customer satisfaction and loyalty.



Differentiation: A unique approach to preserving memories and stories can help you differentiate your offerings in a highly competitive market.



Partnership Opportunities: We can create opportunities for partnerships and collaborations, potentially leading to business growth and expansion.



Increased Revenue Streams: The incorporation of QRemember's services and products can introduce new revenue streams.



Modernization: By integrating digital and tech-forward services, you can modernize your offerings, appealing to tech-savvy clients and keeping up with industry trends.



Improved Client Relationships: Foster deeper relationships with your clients and provide a more comprehensive service that extends beyond traditional funeral or memorial offerings.



Marketing Support: With QRemember you can benefit from clear strategies and insights to promote your services more effectively and maintain long-term connections with families for years to come.

About the Plaque



Practical & Versatile

Applicable and durable for most surfaces, including headstones, urns, walls, and more.

Material

Titanium

Weight

2,06 ounces

Durable & Compact

QRRemember is built as a weatherproof, long-lasting plaque with a permanent laser engraving.

Dimensions

2" x 2" x 0.1"

Package Includes

- ✓ Alcohol pad to prepare surfaces
- ✓ Weatherproof laser-engraved QR plaque
- ✓ Setup instructions via QR code

About the Software

QRemember provides a practical product with integrated software applications focused on the celebration of life that provide a unique and meaningful way for families to store, share, and eternalize their loved-one's stories.



Eternal Storage

Secure cloud storage allows for permanent storage of media.

Sharing of Stories

Collaborate, collect, and share stories and memories for both the living and deceased.

Easy to Use

QRemember is easy to use and familiar for all users. Simply scan the QR code to get started.

Administrator Settings

Choose Who Contributes and What Contributions are Posted

- ✓ **Administrator Review Setting.** Choose whether you want to review contributions before they are added to your loved one's QRemember.
- ✓ **Direct Upload Setting.** Choose whether you want to allow anyone viewing your Loved One's QRemember to be able to contribute, or only the people that are invited

Family Account Setup

1

Open your QRemember box and scan the QR code. Upon receiving, open the box to find the titanium plate, an alcohol pad, and an activation card. Hold on to the activation card, this is needed to activate the account. Scan the QR code on the titanium tag to get started.

2

Create an account. After scanning the code, follow the provided step-by-step process to create the QRemember administrator account.

3

Login to your dashboard and create the memorial. Once in, create the loved one's Memorial. The step-by-step guide will help enter the details of the life of the loved one, write a biography, upload a profile photo, and upload photos and stories.

4

Invite friends and family to contribute. There are lots of ways to collect memories of your loved one. Invite family and friends through email, text, or social media. This is prompted at startup and available in the dashboard.

5

Affix the QR plaque. Use the alcohol swab included in the QRemember box to clean the place where the plaque will be placed. Take off the adhesive on the back and press the plaque onto the cleaned area.

Pricing

SINGLE
\$80

A single QRemember Memorial plaque. It offers an individualized experience to commemorate a loved one. It provides a personalized QR plaque that can be affixed to a variety of objects. Once scanned, it grants access to a dedicated space where images can be uploaded, viewed, and shared.

STARTER
\$250

5 QRemember Memorials Starter Pack. Limited to 1 per customer for promotional or trial purposes only. Includes the individualized experience to commemorate loved-ones, along with all the features offered in the software, product pamphlets and pamphlet holder. A great start to the future!

Memorial Bundles

QRemember Memorial Bundles qualify for monthly subscription pricing, offering an extra 10% savings with a 12-month contract. Terms and conditions apply.

TRIBUTE

\$600

Includes 10
Plaques

HERITAGE

\$1,250

Includes 25
Plaques

LEGACY

\$2000

Includes 50
Plaques

Enterprise Solutions

We're equipped to handle high-volume orders, partnerships with resellers, custom projects and more! We tailor our versatile solutions to your unique needs, providing continuous support to ensure successful realization of your goals, regardless of scale.

Support Packages

Marketing

Co-branded Collateral. Develop co-branded marketing materials such as brochures, flyers, and catalogs that showcase the benefits of new technologies. These materials can be customized with your logo and branding for seamless integration into your existing marketing strategy.

Digital Marketing. Provide digital marketing support, including social media content creation, email marketing templates, and website integration guidance. This package helps you effectively promote to your online audience.

Marketing Analytics and Reporting. Provide comprehensive analytics and reporting to track the effectiveness of marketing efforts, helping you identify areas of improvement and make data-driven decisions to optimize your sales strategy.

Website Development. Receive expert guidance to develop or enhance your website, showcasing the unique value you offer. Our package includes design consultation, content optimization, user experience improvements, and seamless integration of QRemember features for an engaging online journey.


Sales

Training and Education. Training sessions or webinars for your sales team to ensure they are knowledgeable about QRemember and equipped to effectively communicate the value proposition to their clients.

Lead Generation Support. Assistance in generating leads by providing lead generation strategies, lead nurturing techniques, and targeted marketing campaigns to attract potential customers interested in your services.

Resources

Elevate Your Impact, Captivate Your Audience




Help your customers keep their memories close.

QRemember is a powerful but easy way to offer a high-quality memorial to your customers.

- Intuitive and easy to use.
- QR-based memorial that has everything your customer needs inside one box.
- One-time fee gives your customers a permanent memorial of their lost loved one.

The unique titanium plaque holds a QR code that unlocks a simple way to collect memories from family and friends. Your customer can effortlessly create a high quality, meaningful memorial that will be accessible anywhere the plaque is placed.

QRemember is a great way to augment one of your existing packages or offer it by itself. Use the power of QR technology to help your customers keep the memories of their lost loved ones within reach.



[SEE HOW IT WORKS](#)

Get in Touch
support@qremember.com

Unlock the potential of your marketing campaigns with our comprehensive resources.

Discover a diverse collection of ready-to-use tools, including email templates, social media post templates, and more, all specifically tailored to empower funeral homes and monument companies in promoting QRemember Memorials.

Elevate your impact and captivate your audience with our expertly crafted resources.



Email Templates

Subject: Introducing QRemember Memorials – Cherishing Memories Forever

Dear [Client Family's Name],

At [Funeral Home's Name], we understand the deep importance of cherishing and preserving the memories of your loved ones. That is why we are thrilled to introduce our new offering: QRemember Memorials.

QRemember Memorials comprises a beautiful QR plaque and qrMemorial application. The QR plaque can be displayed in a location of your choice, while the qrMemorial application serves as a digital space, providing easy access to your loved one's legacy. It allows you to store, share, and revisit cherished memories anytime, anywhere.

Our team is dedicated to helping you create a meaningful tribute that transcends time. The QRemember Memorials offering aligns perfectly with our commitment to providing exceptional service and honoring the lives of those dear to you.

We invite you to schedule a consultation with our team to learn more about how we can beautifully encapsulate your loved one's story and provide a legacy. We are here to guide you every step of the way and ensure that your memories endure for generations to come.

Please feel free to reach out to our dedicated staff at [Funeral Home's Phone Number] or [Funeral Home's Email Address] to arrange a time that suits you. We look forward to the opportunity to share more about the benefits and possibilities that we offer.

With deepest sympathy and warm regards,

Email Templates

Subject: Preserving Memories for Generations – Introducing QRemember Memorials

Dear [Client Family's Name],

We hope this message finds you well during this time of remembrance. At [Funeral Home's Name], we are constantly seeking ways to honor and preserve the precious memories of your loved ones. That's why we are thrilled to introduce our latest offering: QRemember Memorials.

QRemember Memorials combines a beautifully crafted QR plaque with our innovative qrMemorial application, empowering you to eternalize and share your loved one's legacy in a truly unique way. The QR plaque can be displayed wherever you choose, while the qrMemorial application serves as a digital sanctuary, allowing you to store, share, and revisit cherished memories at any moment.

We understand the importance of creating a lasting tribute that resonates with your family's values. QRemember Memorials reflects our commitment to providing exceptional service and ensuring that your loved one's memory remains alive for generations to come.

We invite you to connect with our compassionate team for a personal consultation, where we can further discuss the benefits and possibilities that QRemember Memorials offer. Reach out to us at [Funeral Home's Phone Number] or [Funeral Home's Email Address] to schedule a convenient time.

We are honored to assist you in preserving and celebrating the legacy of your loved one. Let QRemember Memorials be a beacon of remembrance, ensuring that their memory shines brightly for all time.

With heartfelt compassion,

Email Templates

Subject: Honoring Memories: Discover QRemember Memorials for Lasting Legacies

Dear [Client Family's Name],

We are excited to introduce QRemember Memorials, a powerful way to preserve and share the cherished memories of your loved one. With a beautiful QR plaque and our qrMemorial application, you can eternalize their legacy and easily store, share, and revisit memories anytime.

Discover how QRemember Memorials can create a lasting tribute. Contact us at [Funeral Home's Phone Number] or [Funeral Home's Email Address] to learn more and schedule a consultation.

Preserve their memory, forever.

Warm regards,



Email Templates

Subject: Introducing QRemember Memorials – Embrace a Digital Legacy

Dear [Client Family's Name],

Embrace the power of a digital legacy with QRemember Memorials. We are thrilled to introduce our innovative offering that allows you to preserve and share the treasured memories of your loved one in a meaningful and enduring way.

Capture their essence with our QR plaque and qrMemorial application, seamlessly storing, sharing, and revisiting memories at your fingertips. Discover how QRemember Memorials can create a lasting tribute and keep their memory alive.

To learn more and embark on this transformative journey, contact us at [Funeral Home's Phone Number] or [Funeral Home's Email Address] to schedule a consultation.

Unleash their digital legacy today.

Warm regards,

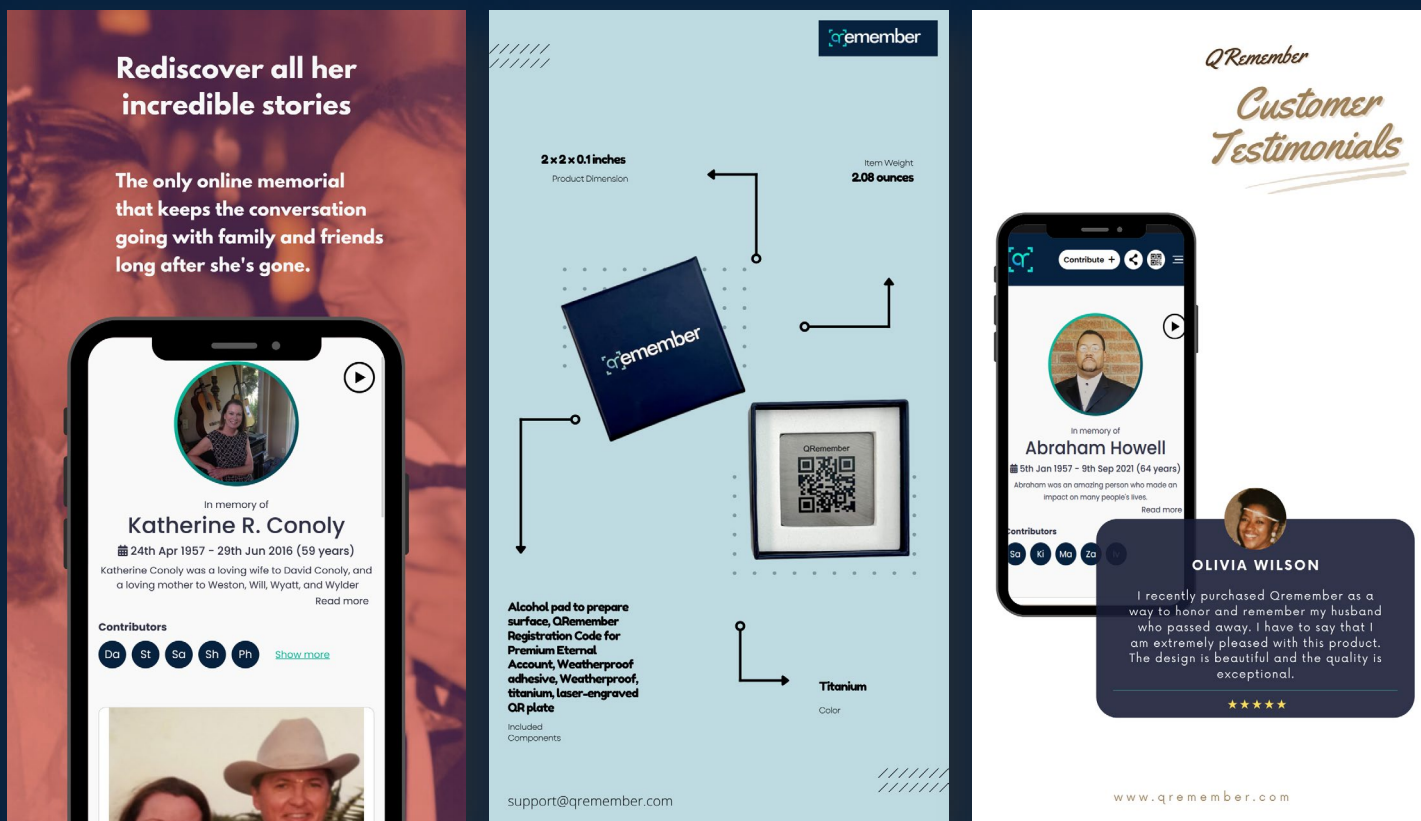


Social Media Post Templates

- ❖ Capture and cherish the memories of your loved one with QRemember Memorials. Our innovative QR plaques and qrMemorial application enable you to eternalize their legacy. Learn more: [Funeral Home's Website].
#QRememberMemorials #CherishedMemories
- ❖ Preserve the stories that matter. Introducing QRemember Memorials, a remarkable way to store and share memories. Discover how you can create a lasting tribute today. Contact us: [Funeral Home's Phone Number].
#LegacyPreservation #QRememberMemorials
- ❖ Honor their memory, forever. QRemember Memorials allows you to keep your loved one's legacy alive with our unique QR plaques and digital memorial space. Explore the possibilities: [Funeral Home's Website].
#RememberingAlways #QRememberMemorials
- ❖ Unlock the power of remembrance with QRemember Memorials. Our QR plaques and qrMemorial application make it effortless to store, share, and revisit cherished memories. Start preserving their legacy today. #EternalMemories
#QRememberMemorials
- ❖ "Create a lasting tribute with QRemember Memorials. Our QR plaques and digital memorial space offer a beautiful way to honor and cherish your loved one. Learn more: [Funeral Home's Website]. #ForeverRemembered
#QRememberMemorials"
- ❖ Preserving memories has never been easier. Discover QRemember Memorials – the perfect way to immortalize your loved one's legacy. Contact us to learn more: [Funeral Home's Phone Number]. #MemoryPreservation
#QRememberMemorials
- ❖ Join us in embracing the power of remembrance. QRemember Memorials allows you to create a digital legacy that preserves the memories of your loved ones. Contact us to learn more: [Funeral Home's Phone Number]. #DigitalLegacy
#QRememberMemorials

Social Media Post Templates

- ❖ Introducing QRemember Memorials – the future of remembrance. Capture, store, and share memories with our innovative QR plaques and qrMemorial application. Embrace the digital legacy today. #DigitalMemorial #QRememberMemorials
- ❖ Every memory tells a story. With QRemember Memorials, you can ensure that the stories of your loved ones are cherished and shared for generations to come. Find out more: [Funeral Home's Website]. #MemoriesForever #QRememberMemorials
- ❖ QRemember Memorials offers a transformative way to honor your loved one's memory. Our QR plaques and digital memorial space provide a lasting tribute that you can revisit anytime, anywhere. Start preserving their legacy today. #LastingTribute #QRememberMemorials



Examples only, additional assets available upon request.

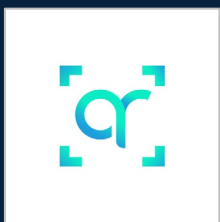
Brand Guidelines

While we maintain flexibility with our brand, we have branding guidelines in place to ensure consistency in appearance, tone, and messaging across all channels. QRemember has an internal Brand Guidelines document that can be provided for further detail.

The preferred way to use our logo is on a white or light background with the default logo design which includes the following. Please observe a 33 px minimum size for the logo.

The QRemember icon can be used in a square or circle or subtly styled to fit into social media icon sets. The icon can be placed on most color backgrounds (but looks best on white or transparent background).

Logos on Alternative Background



Brand Guidelines

Logo DON'T

- Change the logo's orientation.
- Add extraneous effects to the logo. This includes but is not limited to: bevel and emboss, lighting effects and drop shadows.
- Place the logo on busy photography.
- Change the logo colors.
- Attempt to recreate the logo.
- Scale the logo without maintaining proportions.
- Make alterations, additions, or substitutions to the words or colors contained in the logo.
- Use the logo as a repeated pattern, 'wallpaper', or another decorative device.

Icon DON'T

- Change the color of the icon to fit your campaign colors.
- Remove the core elements of the design or attempt to redraw.
- Rotate the icon.
- Stretch or distort the icon.
- Add any additional typography to the icon.



Don't change the logo colour



Don't change position the icon



Don't give the shadow to the logo



Don't stretch in the x and y direction



Don't rotate and spin logo



Use this logo for white background

Brand Guidelines

Logo Colors

These are our primary logo colors. They are used specifically in our logo and sparingly elsewhere for emphasis.

Supporting Colors

In addition to our logo colors, these make up our core color palette.

Typography Print

Primary Colors



#00223f
Midnight Blue

Secondary Colors



#00cccc
Aqua

Neutral Colors



#f0f0f0
"White Smoke"



#8fb7bf
Grayish-Blue



#d4e0e3
Light Blue



#000000
Jet Black

Brand Typography usage

H4 Heading

Poppins

Medium/24px

Anchor Tags

Poppins

Extra Light/20px

Paragraph

Poppins

Regular/14px

Logo Typography

Futura is our official font

Futura is a geometric sans-serif font known for its clean and modern appearance, characterized by simple, geometric shapes and minimal decorative elements.

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()<>?/

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()<>?/

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()<>?/

Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()<>?/

Our Team



Wyatt Conoly
CEO & Founder

Wyatt's personal connection to the mission of the company adds a deeper dimension to his leadership. Having lost his mother while in college, he understands the importance of preserving memories and capturing personal histories. He has translated this passion into his leadership style, which emphasizes collaboration and customer-centricity.



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