

PROJECT OVERVIEW

OBJECTIVE

- To educate our rural community, on alternative medicine options by hosting a health seminar.
- To include other vendors throughout the community to cross market and share their love of natural medicine.
- To draw a target audience of people that are concerned with their health and/or have not had success with conventional medicine.
- To host the venue in our funeral home, which promotes cross marketing and builds awareness of our newly renovated facility.

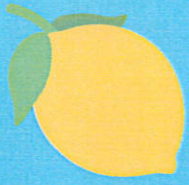
METHOD

Macz Funeral Homes:

- Created a Facebook event to share on the Web. Created flyers to be handed out or displayed in local businesses.
- Cross marketed on Facebook with local vendors participating to share the event.
- Hosted the Institute of Natural Health as the guest speaker to share their expertise and promotional video of Tom and Traci Macz using their services.
- Spoke to clubs and organizations to share the event.

SUMMARY

On a beautiful, spring evening Macz Funeral Homes hosted a health seminar, titled "Live your Best Life," that was open to the community in their funeral home. The owners of the funeral home, Tom and Traci Macz wanted to share the wisdom they gained from their personal health issues. During their health struggles, the couple was blessed with a referral to The Institute of Natural Health, located in Webster Groves, MO, where they were introduced to T.J. Williams, DC, PhD and his capable staff.



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Nurse Kate, Dr. T.J. and owner, Traci Macz

SUMMARY

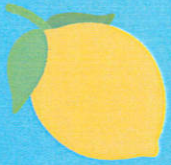
Tom and Traci's struggles were soon a distant memory once they were in the care of the compassionate, intelligent team at The Institute of Natural Health.

Their experience sparked an idea to host the event to offer hope to others in the community, to "Live Their Best Life!"

Along with an informative presentation by T.J. Williams, DC, PHD the funeral home also incorporated several local vendors including, personal trainer, Jayme Godoyo, Cooley Farms, Ruck Sack Meals (prepared meals), Food from the Farm (grass fed meat delivery), New Horizon Christian Counseling (mental health counselor), Amber Weyhrich, M.A., and Reflexology with Troy Reed.



Vendor Cooley Farms



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SUMMARY

A funeral home offering a health seminar to the community is unique, and promotion of the event sparked great interest and a large turnout. Those in attendance were greeted by our friendly funeral home staff and owners, Tom and Traci Macz. The foyer had a charming display of the Macz's family photos, a wonderful way to put everyone at ease and make them feel at home. Each vendor had a sampling of what they offered and were available to answer any questions. Healthy refreshments were served including infused water for immune defense, blood sugar support, and hydration and appetite control.

Once the presentation began it was live streamed through Facebook for those not able to attend. Tom Macz and Mary Davis received IV therapy while the presentation was being given by T.J. William's, DC, PhD, to demonstrate to the audience the benefits of natural medicine.

