

March Newsletter

Welcome to the March edition of The FSA Newsletter. This month, we look at your membership benefits, a focus on our marketing members that we encourage you to consult with, and a reminder of our upcoming meeting and AGM.



Member News

Football, but not as you know it!

From JC Walwyn & Sons Ltd

In a lighthearted news update from members J C Walwyn & Sons, have a read about how they get involved in "medieval football" each year!

[Read more here](#)

Your membership with The FSA

It is important to get the most out of your membership and understand the benefits that the FSA can offer. Please ensure that you have reviewed your membership

benefits and use The FSA logo where possible -we would also love to see you at our next meeting!



Member Benefits

Do you know the top benefits of being members of The FSA? Are you taking advantage of the benefits? See them below!

[See benefits here](#)

Remember to use the FSA logo!

We would like to remind members to ensure they are using The FSA logo on their branding and marketing materials.

[Why the logo matters](#)

Join our member only meetings!

See our upcoming meetings for 2025 by clicking below.

[View upcoming meeting dates](#)

Member Focus: Digital Marketing

Each month we will focus on a section of our membership, this month, we look at our members who specialise in digital marketing. We encourage members to support one another where possible, so please do get in touch if you find yourself needing marketing services!



Avens Marketing
www.avensmarketing.com

"Avens Marketing are funeral marketing specialists. We're here to help funeral directors, celebrants and other funeral businesses to use marketing strategically, and in a cost effective way, to attract new clients. Our focus is helping you to become more known, liked and trusted and to

create exceptional customer journeys that increase customer value and encourage"



SH Marketing

www.sophiehadley.co.uk

"At SH Marketing, we understand the unique challenges funeral professionals face when it comes to marketing and communication. Our mission is to support you in connecting with clients, bereaved families and communities in a meaningful way. With nearly a decade of experience in the bereavement sector and a strong background in marketing, we combine industry expertise with proven marketing strategies to help funeral professionals grow their presence and reach the right audience, start enhancing your marketing today."



Trident Marketing Anglia Ltd

www.tridentmarketinguk.com

"Trident Marketing is a leading marketing company combining creative thought and fresh ideas to deliver truly integrated marketing and design solutions. Our dynamic approach harnesses the most effective marketing and design channels for your business to ensure all campaigns work in harmony with one another and provide maximum impact. We understand that your brand's marketing must appeal to you and your target audience, and we always seek to achieve this through creativity, collaboration, and a comprehensive work ethic."



Zephi

www.zephi.co.uk

"As a leading Web & Marketing agency, we pride ourselves on our unwavering commitment to businesses in Staffordshire and across the UK. At Zephi, we understand that every business is unique, and we're here to craft customised strategies that not only meet your needs but also exceed them. With a focus on customer satisfaction, we're not just another agency – we're your dedicated partner in success. Discover the power of personalised

marketing with Zephi and unlock your brand's true potential. Your success is our priority, and we're here to help you thrive in the digital landscape."

**Our next meeting is being held on April 30th 2025.
Please see the agenda and booking form below.**

[30th April Meeting Agenda](#)

[Booking form for General Meeting](#)



Citation Round Up

Members Citation have kindly sent us a roundup of services, and guides for members -please do take a look!

[Click here to see the latest roundup from Citation](#)



Join us for our AGM Book your place today!

Our annual dinner will be held at Alveston Manor Hotel, Stratford-upon-Avon, CV37 7HP, on Friday 7th November 2025. We would love to see you there!

[AGM Dinner Booking Form](#)

Join FSA member SH Marketing **tomorrow Wednesday 2nd April 2025 from 6pm for a free marketing session** designed for funeral professionals.



[Click here to learn more about the course and sign up to the session](#)



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