

# Five Questions with ...



**Welton Hong**

*founder and CEO,  
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## What are the five most important apps on your phone ... and why?

**1. iPhone's default camera:** I use my camera for everything! Of course I use it personally, but it's also become an incredible tool for my business. Modern smartphone cameras produce excellent images and videos, so I don't need any additional equipment. Virtually all the videos I produce for RRM and my social media platforms are all shot on my iPhone. It's very easy - anyone can do it!

**2. Mint:** This free app lets me keep up with all of my business (and personal) finances at a glance. I look at it every morning. You can put all of your bank and credit accounts in there. It provides reminders for when your credit card payments are due, among other great functions. It's really a must for any small business owner.

**3. Coach.me:** This app is amazing for checklists and habit enforcement. You input habits you want to become ingrained in your daily routine. Every time you complete something, you check it off - it's that easy. It also has a social support aspect where other app users can encourage one another.

**4. Apple podcasts:** I listen to a ton of podcasts - most of them related to business and marketing, but some others just for fun! It's a great way to stay informed while driving, exercising, doing chores around the house, etc.

**5. Facebook:** I enjoy keeping up with what my friends and business associates are doing on Facebook. I also post a lot of marketing tips for funeral home owners on Facebook.

## What makes you excited to go to work each day?

I know it sounds cliché, but it's just incredibly fun to run this business! It means a lot to me to help fulfill my team's dreams. We have over 70 full-time employees now, and they really feel like family to me. It's also incredibly fulfilling to help our funeral home clients grow their business. I'm so honored to play a role in their success. I really enjoy every step of the process - I'm up before dawn every morning, because I can't wait to roll up my sleeves and get to work.

I think about (Amazon founder) Jeff Bezos, how he could retire anytime he wants. He's worth over \$180 billion, but he just loves running his company! I'm a long way from being a billionaire, but I truly feel the same way. I don't have any other hobbies - this is my hobby!

## So many people are hesitant to use video... why is it important to get in front of the camera?

It's really simple: When people see you and hear you speak, they trust you much more! One of the easiest ways a funeral home (or any other business) can be more successful is to record video of yourself, your staff, your location, and so on. That's what today's consumers expect. It's an incredibly powerful way to connect with families in your area.

And it's so very easy: If you have a relatively new smartphone, whether it's an iPhone or Android, that's all you need! Just point the phone toward you and be yourself! It's more important to be authentic than to be overly professional. You don't want to be stuffy. Video humanizes you - if you let it! Just be relaxed and let your personality come out. It took me awhile to get comfortable, but the more videos I shot, the easier it became. Now I record several videos every week!

There's just one exception to the "shoot on your phone" rule: If you're creating a professional business video for your funeral home's website, you should use a professional videographer and equipment for that. But that's really not expensive these days, and it's absolutely worth it.

Other than that, just work on becoming comfortable with being yourself and start shooting some video! Remember, people don't necessarily trust businesses - they trust people. Your job is to convey trustworthiness and caring with families in your area. People want to know about you more than they want to know about your firm. So just be yourself and let them get to know you!

## DIGITAL BONUS

Where does Welton get inspiration for good customer service? Read more at:  
[www.afd-digital.com](http://www.afd-digital.com)

Read more of our conversation with Welton Hong founder and CEO, Ring Ring Marketing

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### **What lessons did you learn early in your career that have helped you?**

Back in my employee days, the first position I had was at Intel (the world's largest semiconductor chip manufacturer). At Intel, they really ingrained core values into your brain. I love that culture. You have to be humble when you're working in a research and development environment.

You also have to be comfortable in voicing your opinions. It taught me that everyone in a company needs to feel empowered to speak up, that you get great feedback at all levels. Anytime I have a meeting, I want there to be a good debate, and it doesn't matter if you've been here for five years or five days. Everyone's voice is important!

At Intel, they're also really big on processes and systems. I learned a lot about critical thinking and how to solve problems. Everyone has a role in making the processes more efficient, which is something I've carried over to RRM. And I learned a lot about how planning is very important, but it's just as important that you're able to adjust to things on the fly. If something's not working as well as it can, you have to be able to adapt quickly.

### **It's Saturday night and you're going out to dinner with your wife ... what are you going to eat?**

I have no idea! But that's because my wife (Susan) and I love to eat pretty much everything. We're both hardcore foodies, and we're lucky to live in Las Vegas, where the possibilities for great dining are practically endless. We love to try new things, and we rarely dine at the same restaurant very often, even if the meal is incredible!

Every time we enter a new restaurant, we're focused on the whole experience - it's like going to a show! We're fascinated about the customer experience from the moment we walk in until we leave. How focused are they on every little detail? How much care have they placed in the entire dining experience?

I think every business, no matter how big or how small, should pay attention to every aspect of customer service. There's no reason why a regular restaurant can't do what Joel Robuchon (in Las Vegas, one of America's finest restaurants) does. Everyone can do it.