



Magnetize Your Marketing

*Lure Clients in with
Lead Magnets*

by Welton Hong

IF YOU'RE LOOKING FOR SPECTACULAR RETURN on investment, look no further than email marketing, which delivers an average ROI of 4,200%. I know that sounds ridiculous, but it's true: On average, businesses that engage in email marketing experience a return of \$42 for every dollar spent.

But here's the deal: Your funeral home or cemetery can't just send out random emails and expect conversions to roll in. First, that's spamming, and it alienates your audience. Second, it means you're sending "cold" emails—you don't know whether anyone on the other end has any interest in pre-planning or other deathcare services.

Building your email list and sending high-quality, relevant content to people who have expressed an interest is a far more lucrative marketing effort.

Why Build Your Email Marketing List?

You own your email marketing list, which makes it one of only two things you actually "own" when it comes to marketing online. (The other is the content on your website.)

You don't own your social media profiles and pages, your Google My Business profile, or your ad campaigns. That means you don't have 100% control over them. The internet "powers that be" can turn off those channels at any time, for seemingly any reason. The number of Twitter and Facebook "scandals" in recent years has demonstrated that.

But once a consumer gives you permission to send email marketing messages, he or she is the only one who can retract that permission. If you decide to leave your email marketing provider and try another service, you can export your email list and take it with you.

You can't get cut off from your audience because a social media site decided it doesn't like your content; or a platform has problems with its servers and goes down for hours or a few days. Your email list lets you

stay in touch with potential clientele regardless of what happens with other platforms.

Do You Have a Lead Magnet?

Unfortunately, most businesses can't build a solid list simply by asking people to sign up. Yes, if you engage in email marketing, you should make your newsletter signup form easy to find on your site and offer that invitation.

But providing something of value in exchange for someone's email address can help prompt interested consumers to take that step. It also demonstrates that you're serious about your commitment to provide excellent, professional service and helps you show off your expertise a bit to persuade potential clientele to choose you for their deathcare needs.

Items you provide for free in exchange for someone's contact information or email are known as *lead magnets*. Some of the most popular lead magnets for online marketing and list building are free downloads, but webinars and other educational content also work.

Here are seven lead magnets to offer:

1. Checklists

Checklists work well for businesses that provide services or products related to specific processes—especially when those processes might not be readily known by the general public. This makes them ideal for deathcare firms—you can use checklists to provide information and peace of mind to your audience.

These documents should be easy to print or view on a mobile device so consumers can take them along as they follow-through with the information on the checklist.

Examples of checklist ideas for deathcare firms include:

- A list of the documents required for pre-planning or planning a funeral
- Steps to apply for and receive veteran's burial benefits
- Everything to include in a eulogy
- Tasks to complete when planning a memorial

2. How-to Guides

How-to guides provide step-by-step guidance for completing tasks. They can be similar to checklists but tend to include more information.

For example, a checklist on everything to include in a eulogy would read a bit like an outline. A how-to guide on writing a eulogy might include that same outline as well as tips on how to get information about the loved one, writing advice specific to eulogies, and some examples of good eulogies.

3. Templates

Templates are downloadable documents that are customizable. Funeral homes might offer:

- **Basic obituary templates** that let people fill in details to create something comprehensive and professional if they're not writers or are afraid of the task.
- **Memorial planning templates** that prompt people to consider and write down information such as place, time, who to invite, what songs to play, what to display, and who might speak.

- **Funeral budgeting templates** that provide space for people to check whether they want a certain item or service and enter the cost, making it easy for potential clientele to add up numbers to compare to their budget.

4. Webinars

Webinars let you present information directly to the viewer via video conferencing software. More than 70% of marketers say webinars are a powerful lead generation tactic, in part because they offer a lot of benefits:

- **Webinars are location independent.** You don't need to gather anyone at your place of business or anywhere else, making it possible for people who can't travel to hear about your services. It also helps you reach out to people who are uncomfortable gathering in person—a reason marketers increased webinar investments by more than 60% since the start of the COVID-19 pandemic.
- **You can receive and offer real-time feedback.** Your audience's ability to ask questions and get immediate answers can help build trust and reduce fears—both of which are important in the funeral industry.
- **Webinar audiences tend to be engaged.** Whether people are attending live or watching a recorded replay of a webinar from earlier in the year, they have chosen to make time for this information. That means they're interested and paying attention, making it more likely they will remember your firm and services when they're ready to pre-plan or when experiencing an at-need situation.

Webinars also provide you with a double-edged marketing sword. First, you can capture email addresses and subscribers. Simply provide a checkbox on your webinar signup page that opts the person into email marketing. (Do give them the option of unchecking the box to opt-out.)

Then create a *call to action* (CTA) for the end of your webinar. Hopefully, you'll convert a number of people immediately. The average conversion rate for webinars is 5% to 20%. You can continue to reach those consumers who don't convert immediately via email.

Possible webinar topics might include understanding the costs of a funeral, introduction to pre-planning, veteran's burial benefits, or green burials.

5. Videos for Email Subscribers

If you don't want to create a whole webinar, you could try an informational video that's only accessible by people who sign up for your newsletter.

Video marketing is highly effective. Almost 70% of marketers say the return on video is higher than that experienced with Google Adwords.

Video content lets you show the faces behind your funeral home and often feels more authentic to consumers than other types of messaging. A video that's only for newsletter subscribers can feel

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A video that's only for newsletter subscribers can feel exclusive and more valuable than content that appears on your website or social profiles, so people may pay more attention to it and remember it.



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Explainer videos are one format you might try. These are short videos—two to 10 minutes or so—that break down a specific topic using easy-to-understand narration and either animation or images, such as charts and graphs. You might break down the costs of a funeral or explain how cremation works, for example.

6. E-books

An e-book is a form of long-form content that educates and entertains the audience. Don't worry; it doesn't need to be a novel (or even a novella) length. E-books designed for free downloads typically run between 2,500 and 10,000 words, depending on the topic.

You don't even have to write all the content from scratch. Find a few blog posts on your website that cover a similar topic, such as pre-planning. Figure out how you can string those together into a longer piece of content and what else of value you can add. Update all the information from older content, and include transitions so it feels like a seamless product.

7. Workbooks

Workbooks are interactive content—sort

of like a cross between an ebook and a template. Typically, the point is to provide helpful content for individuals as well as space where they can take notes or work out their own thoughts or needs regarding the content.

Pre-planning is a great topic for a workbook. Each chapter can cover a step in the process, asking the reader questions and providing prompts to help them record

their needs and preferences along the way. By the end of the workbook, someone might be ready to reach out to officially start the pre-planning process, and they'll have all the notes at hand to make that process more efficient. **M**

Welton Hong is the founder of Ring Ring Marketing and the author of *Making Your Phone Ring with Internet Marketing for Funeral Homes*.

A photograph of the interior of the Northeast Mausoleum. The space is a modern, well-lit lobby with a carpeted floor and a glass railing. Large potted plants are placed throughout the area. A large, semi-transparent logo for the Northeast Mausoleum is overlaid on the top left of the image. The logo features a stylized yellow and orange circular emblem with a cross-like shape inside, and the text "Northeast Mausoleum" in a white, serif font.

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