

THE DIRECTOR

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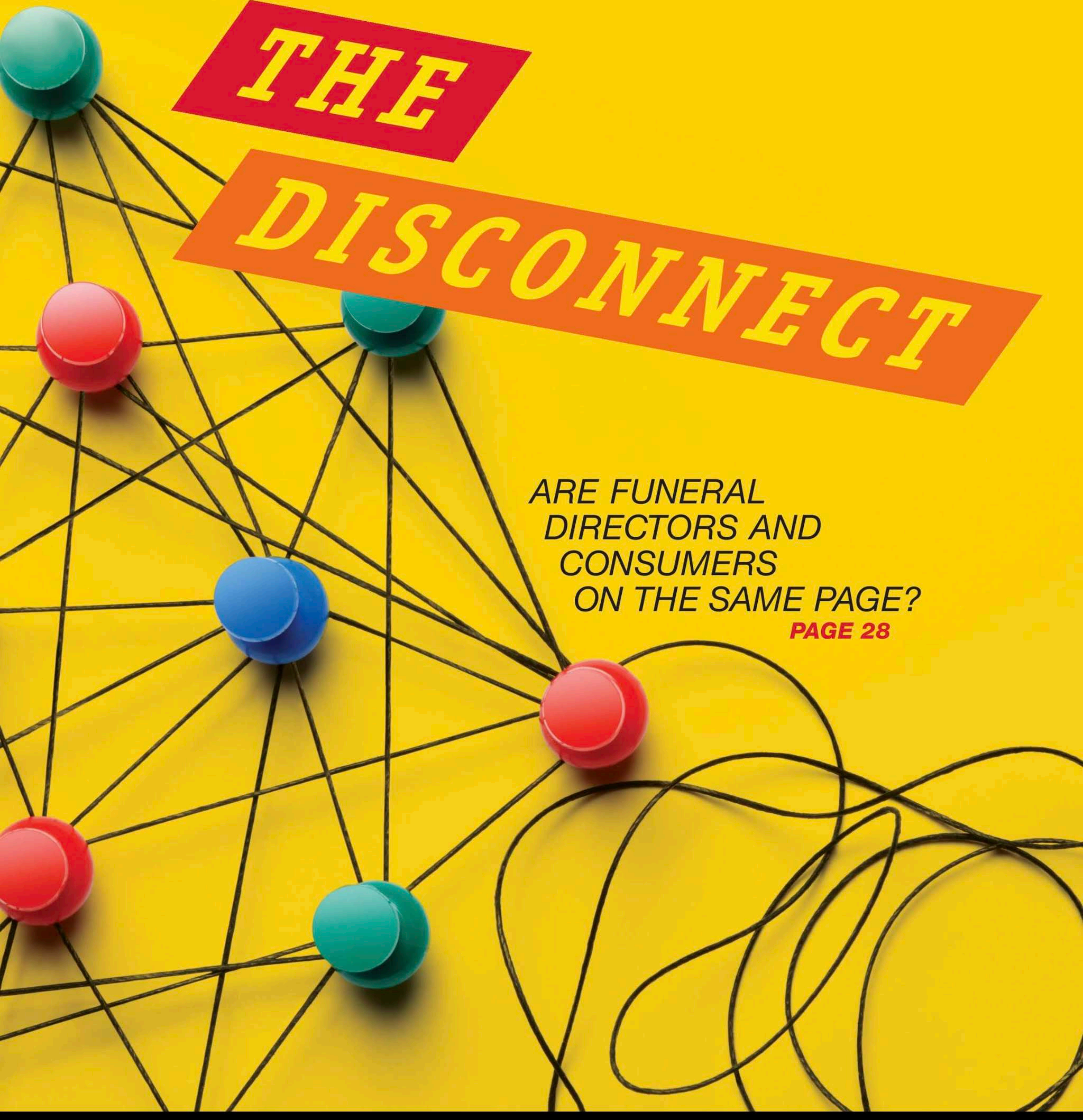
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THE

DISCONNECT

ARE FUNERAL
DIRECTORS AND
CONSUMERS
ON THE SAME PAGE?

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This quiz might open your eyes to just how important the internet is to all small businesses, including funeral firms.

BY WELTON HONG

I work with many funeral home owners and other deathcare professionals who know a lot about digital marketing. I also work with many who, quite frankly, do not. And that's okay. There's a lot to learn, and the online marketing landscape experiences radical changes practically every year.

Whether you think you're up to date on the current state of internet marketing or freely admit you don't know

much, this short quiz should help. I'll warn you up-front that it has very few "gimme" questions. The more challenging the test, I tend to believe, the more you can learn. So, just do your best and have fun with it.

1. Our lives are increasingly digital. What percentage of U.S. adults are almost always online?

- a) 50%
- b) 33%
- c) 41%
- d) 26%

2. We know that most Americans are on the internet throughout the day. What percentage of U.S. adults go online every single day?

- a) 90%
- b) 77%
- c) 56%
- d) 50%

3. Most businesses agree that content marketing is incredibly important. What percentage of business owners think content

marketing is a key strategy?

- a) 86%
- b) 50%
- c) 43%
- d) 75%

4. If we know that marketing is important, preparing a strategy is vital. Despite this, what percentage of businesses do not have a documented content strategy?

- a) 50%
- b) 33%
- c) 63%
- d) 71%

5. Are you using Twitter to market your deathcare business? If not, you might be surprised to know that what percentage of people found a new business on Twitter?

- a) 40%
- b) 81%
- c) 55%
- d) 66%

6. Boosting your on-page search engine optimization (SEO) is incredibly important, especially when you consider that what percentage of people

only look at the first page of search results?

- a) 95%
- b) 75%
- c) 50%
- d) 33%

7. Blogging is one of the simplest and most effective things you can do from a marketing perspective. As such, what is the optimal length for a blog post title?

- a) 6-13 words
- b) 7-10 words
- c) 5-8 words
- d) 4-9 words

8. A catchy title is important, but so, too, is the length of the content. The average blog post is how many words long?

- a) 753
- b) 905
- c) 1,142
- d) 1,355

9. Post length can matter for social shares. What length of blog post receives the most shares?

- a) 3,000 words
- b) 1,500 words
- c) 750 words
- d) 2,250 words

10. YouTube's reach continues to grow, and it can be a useful addition to your deathcare business marketing strategy. What percentage of businesses are making YouTube a priority?
a) 32%
b) 48%
c) 44%
d) 52%

11. As internet traffic grows, video looks poised to play a huge role. By 2021, according to Cisco Systems, video will represent what percentage of all internet traffic?
a) 50%
b) 62%
c) 58%
d) 82%

12. True or false: More searches today occur on mobile devices than desktop computers.
a) True
b) False

13. What percentage of social media time happens on mobile devices?
a) 79%
b) 64%
c) 55%
d) 85%

14. Having a responsive website is important for every type of business. In fact, 53% of visitors will leave your site if content doesn't load in how many seconds or less.
a) 5
b) 10
c) 3
d) 20

15. There are a lot of choices when it comes to content marketing. Which of the following is the most important type of content for reaching potential clientele?
a) Blogs
b) Email
c) Voice search
d) Social media

16. Facebook continues

to dominate the social media sphere. What percentage of people use Facebook for professional purposes?
a) 55%
b) 63%
c) 90%
d) 74%

17. What percentage of Facebook users visit the site at least once a day?
a) 40%
b) 75%
c) 57%
d) 62%

18. True or false: Blogging more frequently correlates with greater results.
a) True
b) False

19. There are many ways to deliver your content to potential clients. Which is the most effective channel for content distribution?
a) Email
b) Social media ads
c) Search engine ads
d) All of the above

20. Let's close with a marketing culture question. What percentage of businesses prioritize their audience's informational needs over their own sales/promotional message?
a) 60%
b) 70%
c) 80%
d) 90%

That was fairly difficult, wasn't it? I know. Don't worry if you didn't know all (or even most) of the answers; even digital marketing experts would be lucky to get an A on this quiz.

Just be sure to check the Answer Key so you can be a little more educated on today's internet marketing landscape.

ANSWER KEY

1. D: 26% According to Pew Research, 26% of U.S. adults are almost always online.

2. B: 77% A full 77% of U.S. adults go online daily, between once and several times a day.

3. A: 86% Content marketing statistics show that 86% of businesses think content marketing is a key strategy.

4. C: 63% According to statistics, 63% of businesses don't have a documented content strategy.

5. D: 66% Amazingly, 66% of people found a new business on Twitter.

6. A: 95% It's critical to be on page one; 95% of people look only at the first page of search results.

7. A: Six to 13 words HubSpot's research indicates that blog post titles with 6-13 words get the most traffic.

8. C: 1,142 words Research suggests that the average blog post is 1,142 words long.

9. A: 3,000 words The posts that get the most shares are more than 3,000 words long.

10. B: 48% Nearly half of businesses are making YouTube video a priority.

11. D: 82% Video is clearly here to stay if future projections are any indication.

12. A: True More searches now happen on mobile devices than desktops.

13. A: 79% Mobile device usage and social media go hand in hand.

14. C: 3 seconds This illustrates the importance of building a responsive site for potential clients.

15. D: Social media These types of posts are the most effective across all industries. Deathcare is still catching up in this area, but it is doing so quickly.

16. D: 74% The State of Inbound report shows that 74% of people use Facebook for professional purposes.

17. B: 75% Among Facebook users, 75% visit the site at least once a day.

18. A: True In fact, a higher blogging frequency correlates with stronger results, which means more traffic and leads.

19. A: Email Email remains the most effective channel for content distribution.

20. D: 90% Most businesses prioritize their audience's informational needs over their own sales/promotional message. ☰

Welton Hong is founder of Ring Ring Marketing (funeralhomeprofits.com) and an expert in boosting case generation from online to the phone line. He is also author of Making Your Phone Ring: With Internet Marketing for Funeral Homes.