



Three Online Marketing Channels Deathcare Firms Must Use

By Welton Hong

What if you only offered funeral services on Wednesday morning? Or only allowed clientele to choose between two urn models? Or concentrated solely on preplanning without serving families with immediate needs?

You probably recognize right away that these would be poor business decisions. Finding your niche in the world of deathcare services is one thing, but narrowing the scope of your services too far results in loss of revenue

and potential disaster for your business.

While that might seem obvious to you in this context, this is exactly the mistake some deathcare firms make when it comes to online marketing.

They pick a single channel and stick with it, pouring all marketing time and resources into that one option. And if it doesn't drive traffic or conversions, they're out the marketing spend with nothing to show for it except a return to the drawing board to start again.

Good online marketing strategies don't put every egg in the same basket. They're cross-channel (that means you reach out to potential clientele in numerous ways) and integrated (that means those paths between you and your target audience cross over and support each other).

But obviously you can't support marketing across every possible channel. Consider the illustration about deathcare businesses again: You're probably not going to specialize in every single aspect of deathcare successfully. Instead, you find the products and services that work best for your target audience and invest in them.

This is also how online marketing works.

And if you're going to pick and choose between channels, make sure you have these important options in the lineup:



Welton Hong

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Search Engine Optimization

What it is: SEO refers to all the actions you take to help ensure your pages show up higher in search results. That includes optimizing on-page content, such as blog posts and landing pages, with the right keywords and high-quality content. But it also includes activities such as getting reviews on Google and claiming and managing your Google My Business page.

Why it's effective: Search engine optimization is considered "free" because you don't pay someone for the place you earn in SERPs. And while you do have to foot the bill for creating content and a viable SEO plan (either in DIY time or money to pay someone to handle it for you), it can be a cost-effective measure to drive awareness of your deathcare firm and traffic to your site. It's also the way you rank organically in search results.

Potential deathcare marketing use: Use SEO as a foundation for a long-term online marketing plan. It takes time

to build solid SEO performance, so this isn't a tactic that works well if you need a fast return or want to promote a service or offer on a tight timeline.

Search Engine Marketing (Paid Search)

What it is: You engage in SEM when you pay to have your links show up on SERPs. You can't buy slots in the listing of organically ranked pages, but you can buy ads in the form of sponsored links that show up at the top of the search results.

Why it's effective: Paid search can drive almost instant results, which makes it a good option for building traffic before your SEO campaigns can. It's also much easier to win an ad spot for a highly competitive keyword than it is to rank organically for it.

Potential deathcare marketing use: Target at-need families with ads just as they're coming to the search engines to find out who to turn to in their time of need.

The Right Social Channel(s)

What it is: Social channels include Facebook, Instagram, Twitter, Snapchat, Pinterest, LinkedIn, and numerous others. These platforms let you network with other businesses and engage with consumers to build awareness about your deathcare firm. You do so by posting content on your own feed and commenting, liking, and sharing the content of others.

Why it's effective: Social media marketing makes your business seem more human and reachable, especially when you take a friendly and helpful tone on your pages rather than a corporate one. It offers a chance for consumers to see the people behind your firm, and since people prefer to do business with other people, this is important—especially for funeral homes.

Potential deathcare marketing uses: Share helpful tips and information about preplanning to build trust and ensure people remember your business when they decide to start planning their own final arrangements.

These are just a few of many marketing channels available to deathcare firms. Others include review marketing, retargeting, display ads, video marketing, and video ads. As you plan for deathcare marketing, make sure you're considering all your options and choosing the ones that are most likely to help you connect with potential clientele online.

Welton Hong is the founder of Ring Ring Marketing® and a leading expert in creating case generation from online to the phone line. He is the author of Making Your Phone Ring with Internet Marketing for Funeral Homes. For more information, visit www.FuneralHomeProfits.com.

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