

# PPC is the Key to Driving At-Need Calls

By Welton Hong

If, like most businesses in your industry, your funeral home is looking to crank up its revenue from at-need calls, I have the perfect solution.

And yes, terms such as “perfect solution” get thrown around a lot in marketing, but sometimes they actually fit. When it comes to generating at-need case counts very quickly, pay-per-click (PPC) advertising really is perfect.

If you’re not familiar with PPC ads, here’s what I’m talking about in a nutshell:

Everyone knows about organic listings. Those are the unpaid search results that show up when you search for a particular term or phrase, such as “Lexington funeral homes,” on a search engine such as Google.

These days, organic listings no longer appear at the top of a Google search engine results page (SERP). They’ve been pushed down the page by a couple of elements. The element at the top of a SERP is a list of PPC ads. This is one of the main ways Google makes its money.

While it’s still important to rank highly in organic (unpaid) search, a PPC campaign essentially lets your funeral home jump to the top of the SERP. So when anyone searches for funeral homes (or terms such as funeral home and cremation) in your area, you’re right up there, front and center.

That’s a critical place to be in 2018, especially for people searching Google in at-need situations.

Search engine optimization (SEO)—the

process of making your website rank higher in organic search—doesn’t take effect immediately. In fact, it can take as long as six to twelve months for Google to appreciate all the SEO improvements your site has made and rank it accordingly.

PPC, by comparison, takes effect virtually immediately. If you’re looking to crank up at-need calls right away, this is the tool to make that happen.

But a PPC ad isn’t simply a paid alternative to an organic listing. It has lots of great benefits that make it one of the most flexible and cost-effective ways to market your funeral home in 2018.

For example, unlike print ads and many other types of digital ad-

vertising, you only pay when someone clicks on your PPC ad (taking them to your website). Of, course, that’s why it’s called “pay per click.”

Because the ads appear on results pages for the keywords you choose, they’re only appearing to people who want specifically what you provide. And the only people who will click your ad (thus “clicking through” to your site) are qualified leads who need your services now.

In other words, you’re only paying for actual “warm leads” who then visit your website, where you can sell them on calling you to contract for at-need services.

In addition to cost-effectiveness and virtually instant website traffic, PPC provides you incredible flexibility in your advertising.

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With a print ad, you can't change the copy on the fly if it isn't delivering the calls. It could be anywhere from a couple of weeks to a couple of months before you can get a new ad in front of readers.

With a PPC ad, you can change up the text (or appearance) on the fly, with your changes going "live" within a day or two, in most cases.

A PPC ad also allows you to target a geographical area as specifically as you like. You can include an entire city, a particular radius from your business, or specific zip codes. You can even exclude particular zip codes if you like—such as certain areas or neighborhoods that are less desirable.

On top of all that, here's what makes PPC especially wonderful—sure, I'll even bring back the term "perfect"—for at-need case counts.

Many more people search for services in 2018 on mobile devices than on desktop computers, and that trend will only accelerate over the next few years. Additionally, if you're at a hospital when a family member passes, as is often the case, you'll typically only have your Smartphone handy.

On a mobile device such as a Smartphone, the entire display at the top of a SERP is taken up by PPC ads. So when someone searches for funeral services in your area on a phone, all they'll see on the display (until they scroll) is PPC ads. That makes having a PPC ad for your area a huge advantage over local competitors who are not doing the same.

Additionally, you can activate a "call" button on your PPC ad that lets a family member call you directly from your ad with a single touch. If they want to speak with you to set up an at-need contract immediately, they don't even need to go through your website. One touch, and they're on the phone with you.

When you put it all together, PPC advertising is a must for quickly generating at-need calls in 2018 and beyond. One might even call it perfect.

*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](http://www.FuneralHomeProfits.com).*

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