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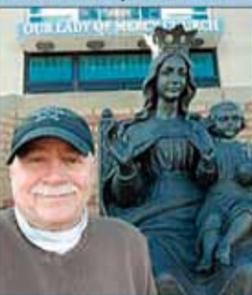
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Memorial Reefs International to Debut New Location in Galveston, Texas



A diver poses with a Memorial Reef

GALVESTON, TX— Memorial Reefs International announces their newest Undersea Memorial Garden with the inaugural dedication taking place September 25-27 in Galveston, TX. This event marks the second Memorial Garden located within the Gulf of Mexico. This location is especially ideal for those living in and around the Houston metropolitan area, as it is only 50 miles from Houston's center. Space at this event is limited, so contact Memorial Reefs International now to make a reservation.

Steven Berkoff II, who directly operates each dedication is excited about the new location for Memorial Reefs International. "Having lived in Houston for a decade, I know how many people across Texas visit Galveston for family outings and get together and how special those memories are to them. Memorial Reefs International, as well as myself personally are proud to offer a way continue these memories for generations to come."

The mission at Memorial Reefs International is rehabilitation and protection of the world's ocean ecosystems through the development and use of ecologically sound artificial reef technology. The concrete used for each Memorial Reef has a pH balance that matches the ocean creating a Memorial Reef will last hundreds of years. It serves as a home for substantial marine life, and



Watching a Memorial Reef being placed into the ocean

an enduring vessel for cremated remains. Memorial Reefs International provides families and their loved ones a unique final resting place that creates and perpetuates marine reef ecosystems, essential to facilitating fish biomass restoration and coral regeneration. Memorial Reefs International's Undersea Memorial Gardens are located in areas where natural habitats have been weakened by climate change and human activity. The memorials are specially designed to promote regrowth and revival of local marine life. Each individual's Memorial Reef will help to rebuild these habitats. Contact Memorial Reefs International as soon as possible to reserve a Memorial Reef for this event. Reservations must be completed by August 12, 2021. For additional information contact Steve Berkoff II at 808-427 5521 or **Danny Santiago** at 808-427-5523 or 313415@email4pr.com or visit www.memorialreefs.international/underseamemorials/.



Powerhouse Marketing with Welton

By Welton Hong

How Deathcare Firms Can Use the Power of Whitepapers

Whitepapers are often associated with business-to-business (B2B) marketing, but funeral homes, cemeteries and cremation service providers can take some cues from that arena to create powerful lead generators. You just have to know how to put a B2C (business-to-consumer) spin on this tried-and-true marketing tool.

What Are Whitepapers?

Ask three people familiar with whitepapers this question, and you're likely to get three different answers. That's because whitepapers have evolved over time and their presentation can differ widely depending on purpose and industry.

Whitepapers began as a tool of politics. In the political arena, a whitepaper is a document that defines and offers support for a piece of legislation or other political decision or solution.

B2B businesses and marketers, particularly in industries such as manufacturing, technology, and healthcare, adopted the whitepaper as a lead generation and brand recognition tool.

Consumer-facing businesses saw how successful whitepapers could be and started adapting them for their own use.

The Power of Whitepapers

More than 70 percent of B2B buyers use whitepapers to help them make purchasing decisions. Some reasons whitepapers are so prevalent in B2B marketing—and can be equally powerful in B2C marketing—include:

- **Comprehensive content.** Whitepapers are long-form marketing content. Typically, they run six pages or more—starting around 2,000 words and potentially hitting 10,000 words or more. Because of their length, whitepapers are comprehensive, offering an in-depth and expert look at a topic. As a result, the reader begins to trust in the business and its products as they engage with the paper, helping increase the chance they'll comply with the ending call to action (CTA).

- **Speaks to a specific need.** Generally, whitepapers speak to extremely specific needs or questions. When you pair high-quality answers and information on a specific topic with potential clientele with those needs, conversions go up.
- **Contains original research or data.** The best whitepapers contain original research, data, and content, increasing the chance that someone will trade their email, name, and even phone number for the information.

The Difference Between Commercial and Consumer Whitepapers

Commercial whitepapers are often extremely formal and might even read like research papers. Consumer-facing whitepapers can be different. Here's a quick breakdown of some major differences to consider when writing whitepapers for consumers:

B2B WHITEPAPERS	B2C WHITEPAPERS
Often formal and academic in tone	Less formal; sometimes even conversational in tone
Speak to a specific type of professional	Speak to your target audience or a segment of it
Six to 50 pages or more in length, depending on topic	Shorter is typically better, making three to 10 pages a better range
Follow conventional academic formatting with components such as abstracts and executive summaries	Should follow the best format for communicating content in a clear, accessible manner for the audience

Tips for Using Whitepapers in Deathcare Marketing

Even in consumer-facing uses, whitepapers aren't simply extra-long blog posts or a compilation of your best content. If you want to compile great content into a lead generator, consider turning blog posts into an ebook you can offer as a free download.

To create a whitepaper for potential clientele, follow these tips below:

1. **Choose a specific topic.** Pick a topic that matches what you know people need from you. That information can come from sources such as:
 - What people are commonly asking your staff during preneed calls or planning sessions
 - What concerns, comments, or questions crop up on your social media pages regularly
 - Which of your blog posts and webpages get the most traffic
 - Keyword research, which helps you understand what people are looking for
2. **Gather data.** Start gathering information to include in your whitepaper that answers the questions related to the topic. You can source some data from research papers, industry whitepapers and studies, .gov and .edu websites, and any professional websites you trust. But you also want to provide something in your whitepaper your audience can't get elsewhere, so consider how you can incorporate original data or research too.
3. **Invest in formatting to make the whitepaper attractive.** Don't just type up your whitepaper in Word and offer people a .docx file to download. Instead, invest in professional graphic design to make your paper pop. That helps engage the audience, makes the information easier to digest, and positions your firm as a professional organization that takes care with the products it handles. That all increases the likelihood someone will call you for service.
4. **Tie the whitepaper to a lead-generation campaign.** Ensure your whitepaper has a specific purpose. For example, you might want to encourage more people to sign up for preplanning services.

In this case, you could offer a whitepaper on the savings benefits of preplanning. In exchange, potential clients provide their email address and agree to receive marketing emails from you. You can use that permission to send them more information about preplanning.

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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