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## Four Places You Should Advertise Online

By Welton Hong

The so-called golden age of advertising (when Don Draper-like geniuses created ads that curated a culture) may have passed us by in the last century. But a new age has risen, and ads are still powerful.

So powerful, in fact, that some online ads generate 200 percent ROI. Small businesses with well-run Google Ad campaigns generate an average return of around \$3 on every \$1.60 spent.

While you don't need a genius "mad man" to ensure your success, you do need to know how to engage online users. One step in doing so is understanding where to place ads for your deathcare products and services.

The Little Mermaid isn't the only one who wants to be where the people are. That should also be your goal with advertising—to place your ads on platforms that help ensure the right people will see them.



Welton Hong

are targeted to people who already want or need the services. Search ads are probably the best go-to for funeral homes marketing at-need services for this reason.

**Pro Search Engine Ad Tip:** If you're short on time or other resources for search engine advertising, stick with Google. Google dominates search, capturing more than 70 percent of market share.

But don't immediately discount other search platforms, especially if you have the resources to branch out. None compete with Google when it comes to reach, but they might offer other benefits. For example, when shopping from their desktops, Bing users spend more than 35 percent more than the average person searching online.

### 2. Facebook

More than 6 million businesses were using Facebook for advertising in 2019—that's a 50 percent increase from 2016. It's no secret why this social platform is a bastion of ad activity.

Pew Research notes that around 70 percent of adults in America use the network, and they do so regularly. More than 75 percent of Facebook's users check the platform daily, with half using it around eight times a day.

Plus, people also use Facebook to search—around 2 billion searches are performed on Facebook every month. That's nothing compared to Google's 5.6 billion searches a day, but 2 billion is still a lot, and funeral homes that aren't active on Facebook could be missing out on excellent ad opportunities. **Pro Facebook Ad Tip:** Use the fact that people check in on Facebook many times throughout the day to advertise with micro moments in mind. These are small moments when someone turns to their mobile device, such as during a commute, a break at work, or a conversation lull after dinner.

Deathcare brands can use well-targeted Facebook ads to inform users about preplanning benefits and products in these moments.

### 3. Instagram

Over a third of American adults use Instagram, with the majority of the platform's United States audience falling between ages 18 and 64. For deathcare businesses, this younger audience might not seem like an ideal fit for advertising.

But Instagram users spend a lot of time on the platform—as much as 28 minutes every day. And they're often very willing to engage with and purchase from companies they discover or see on Instagram.

For funeral homes and others in the industry, this offers the chance at building brand awareness to support future growth. It also helps you ensure younger decision-makers think of your company when a need arises.

### 1. Search Engine Ads

Search engines (particularly Google) are always a top choice for online advertisers. One reason advertising on search engines should be a top priority is because when people want to know something (or find any type of service provider), they often start with an online search. When your ads show up along with organic search results, you increase the chance someone will click on your website.

But it's not just about exposure. Search engine ads can drive better traffic than organic results. Paid Google traffic has a higher conversion rate than organic search traffic—by as much as 50 percent higher. That's because search ads

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**Pro Instagram Ad Tip:** If you're using Instagram to advertise preplanning or other preneed deathcare products, consider placing ads within stories, which are one of the most engaging forms of content on the platform. One in five stories elicits a direct message from viewers, and a third of the most-viewed stories come from businesses.

**4. Amazon**

If you still think of Amazon as solely an ecommerce company, you're missing out on a growing online marketing opportunity. Amazon continues to position itself to compete in a wide range of spaces, including digital advertising.

Amazon sellers can sponsor product, brand, or display ads or purchase ads for their Amazon store. But you don't have to sell products via the platform to advertise there. Other businesses can place video, display, and custom ads across the Amazon network. That includes Amazon itself as well as devices and websites owned by the ecommerce company.

**Pro Amazon Ad Tip:** Amazon isn't necessarily

the best place for all funeral home ads. But if you sell deathcare-related products, you might test the waters of this ever-growing network. In 2019, Amazon surpassed Google in one area of search: products. That means many people simply navigate to and search for goods on Amazon, skipping over the search engines completely.

**5. YouTube**

YouTube is the most visited site on the internet. It's numbers easily beat other sites including Wikipedia, Facebook, Twitter, and Amazon.

It's no surprise that YouTube plays well to the younger generations. More than 95 percent of internet users age 18 to 24 report using the site. But more than 50 percent of internet users over age 75 also use YouTube. It doesn't drop lower than that for any age demographic, which makes YouTube the winning platform when it comes to overall market share.

If you want your ads to go where people are, this is the place to be.

**Pro YouTube Ad Tip:** Remarketing is possible on YouTube and might be the best method for funeral homes and other deathcare businesses to start with. With so many people using the video site, you know there's a good chance people who visited your pages may show up on YouTube soon.

That lets you target people who already showed interest in preplanning or other products with ads to keep them engaged and convince them to return to make an appointment or purchase later.

**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).

**Reimbursements available from the September 11<sup>th</sup> Victim Compensation Fund**

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