

## Crank Up Case Counts with Mobile Marketing

By Welton Hong

In 2018, you don't have to look far to see how completely smart phones have taken over our lives. You almost certainly have one on your person right now. That's likely true of almost every member of your extended family, from grandparents to grandchildren.

These days, people can (and do) connect to the internet 24/7 not only through smart phones but also tablets and laptops. Smartphones and tablets, in particular, are so light, portable, and powerful that many people eschew laptops and (especially) desktops.

And because surfing the internet is so fast and easy now, it's become the preferred way many people research and decide on services—and that definitely includes death care.

This is where mobile marketing comes in. One adage of all business types is that you need to go where the customers are. That's where you need to be seen. Now that potential pre-need and at-need clientele are on their mobile devices, funeral home marketing must encompass mobile marketing.

This tool is not yet extensively well known by either funeral homes or other traditional brick-and-mortar local businesses. Then again, that's exactly what makes it so useful: many local competitors are not employing this tool yet, so you can take advantage of that and get a head start.

Essentially, mobile marketing is any type of campaign specifically intended to reach mobile users. That mostly means people using smart phones or tablets, but smart watches are also now becoming a big deal.

The nature of at-need death care services lends itself to mobile marketing. For example, if you're at a hospital and a loved one has passed, it's natural to go to your smartphone or tablet to determine how to proceed. Your desktop or laptop computer simply isn't available.

A foundational aspect of mobile marketing is geo-targeting. This lets you create a campaign that reaches out selectively to people within a particular geographic area. At-need clientele almost always seek out a nearby funeral home, so you can target these individuals purely based on their proximity to you.

Another method is geo-fencing, which builds a "virtual fence" around a particular location to send advertisement



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## Undertakings of an Undertaker reviewed by Funeral Blogger



**BRISTOL, ENGLAND, UK**— The popular online blog *Confessions of an Undertaker* reviewed **Stanley Swan's** recent book, *Undertakings of an Undertaker: True Stories of Being Laid to Rest*. It was a very favorable review, stating, "[Swan] comes across as sincere, caring and respectful. This is a real page turner that I couldn't put down... The author gives the reader an insight as to what goes on in a funeral home as well as what he goes through personally outside of work which is a rarity."

The review further stated it "was a fantastic book to read and I would highly recommend it to anyone," and "I can only hope that there is a second installment."

The blog's author is **Peter Abraham**, of **F. Woodruff Funeral**

**Directors** in Bristol and notes that the blog aims to "dispel a few myths and shed light on what I consider the most sacred and unique industries to work in." The *Confessions of an Undertaker* Blog is available at [www.confessionsofanundertaker.co.uk](http://www.confessionsofanundertaker.co.uk), as well as a vlog channel on YouTube and on all social media.

The book *Undertakings of an Undertaker: True Stories of Being Laid to Rest* is available on Amazon.com.



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- Any time a family is unhappy it should be taken seriously, which means trying to resolve the issues as quickly and as best as possible. Make sure to record all sides of the issue. If it was an employee's fault, then a copy of the documentation should be placed

ees. Every firm should find even more that are equally important. The critical component in retaining documentation is the accountability of the person(s) who is responsible for doing so. If the documentation is not made properly, then it is of little use to the firm.

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messages specifically within that area. A hospital is a perfect location to utilize this tool.

These methods take advantage of the fact that mobile devices upload specific location data in real time to show where they are. Such information is invaluable when you're creating a mobile marketing campaign. The technology lets you connect specifically with people in need of your services, providing a benefit for everyone.

You can also create advertisements on search engines such as Google to target very specific locations. When someone in the target area simply searches for funeral services, cremation, burial or similar terms, your ad will be positioned to immediately catch the searcher's eye.

Because mobile marketing ads are most often viewed on a smartphone, you can leverage the device's most basic

technology — it's a phone, after all — to make contacting you incredibly convenient.

In the same way pay-per-click advertising lets an individual go straight to a business' website with a single click, mobile marketing click-to-call ads let them call your business with a single touch.

Mobile marketing is also extremely beneficial because it's one of the easiest marketing methods to track. When you receive a phone call, a click through or a website visit through mobile marketing, analytics provide you all the information on how that contact originated.

To make mobile marketing part of your business strategy, it is imperative to be sure your funeral home website is mobile-friendly.

Many funeral home websites were designed years ago to look okay on desk-

top computers, but that doesn't necessarily work on mobile devices, where such sites resolve poorly and don't work well.

A website that's optimized for mobile devices is clear and easy to navigate on small screens. It takes advantage of mobile technology, such as the click-to-call function I mentioned previously.

Additionally, Google "punishes" the rankings of websites that are not optimized for mobile viewing. Your placement in organic search results will suffer if your site is not easy to navigate on mobile.

*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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## What It's Like Embalming a Child Killed by Gun Violence

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the skull and most of the time, the entry point is a little smaller than a penny. That's usually a simple job for us to fix. Some basic cosmetology and you can hardly tell where the bullet entered.

A shotgun is completely different. Depending on how close the shooter is to their target, a shotgun spray can disfigure a person's body, especially the face.

Assuming the family wants to see the body, funeral directors have to be honest with ourselves, "Can we reconstruct the severe trauma? Can we make this look somewhat normal?" If the facial features have been ripped off, usually the answer is "no."

If the shot was to the back of the head, the skull is likely fragmented, but as long as the spray didn't exit through the front of the face, we can piece the skull back together, or reconstruct the skull through a variety of options.

**Two: BODY SHOT:** No biggie. A body shot might damage the arterial system, but it's unlikely that it'd do any more damage than an autopsy, which is something embalmers encounter on a regular basis. In fact, many states require a full

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## Royal Funeral Home

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**THE FUNERAL PROFESSION  
IS EVER CHANGING.**

*more than ever, you need to adapt to keep up. Are you  
looking for change that will help your funeral home run  
smoother not harder?*

Stop Waiting

**WEEKS or MONTHS**