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## Facebook Organic Reach Is Dead, But Your Profile Shouldn't Be

By Welton Hong

I have a little bad news for you if you're counting on clever Facebook status updates to bring in new clientele: The organic reach of an average business-related post on Facebook today is about 1-3 percent, and it's usually closer to the 1 percent end of that range.

That's right: For general Facebook posting, you're likely wasting time and creative effort, receiving an almost imperceptible return on your investment.

Organic, in this context, means free. I'm referring to the basic social posts on your Facebook page. They're served up to very few people without some help from your marketing budget or follower likes or shares.

And this isn't really a new trend for 2019. As early as 2013 and 2014, Facebook changed its algorithm, causing a drop in organic reach by almost 50 percent. The social giant took action again in 2016 and 2017, dropping the already diminished reach in half again for many business accounts.

You might be wondering why businesses are taking such a hit when it comes to organic reach. A number of reasons are at play, including the fact that more than 60 million businesses have active pages on the network. That's a lot of posts being uploaded, so it's not surprising that large swathes of your target audiences aren't seeing everything.

A second reason for low reach is that certain families have liked your page but don't follow your posts. Consequently, your organic content only shows up for them if a friend shares it or they go purposefully to your Facebook page to view your posts (as opposed to seeing your posts in their personal feeds).

But the biggest reason organic reach is so low is because Facebook, as a whole, is a business with savvy monetization processes. Now that it's built an enormous, very valuable network, Facebook is not going to give things away for free when it can easily charge for the same exposure. Facebook is a for-profit business. It has no responsibility to provide other companies anything for free.

So, what does this mean for death care companies? Should you scrap Facebook altogether?



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Absolutely not. Facebook has more than 2 billion users, almost 1.75 billion of whom are active each month. Companies can't afford to ignore the marketing potential, and with over 60 percent of people 65 and older using the social network, firms that market preplanning services can connect with a strong target audience on the network.

But you do have to understand how to leverage Facebook given the diminishing return on organic posts.

One of the best ways to reach the right audience on Facebook (and obviously the social giant has engineered it this way, to some degree) is to pay for reach. You can do that several ways.

Facebook makes it easy to boost a post, effectively turning a regular "organic" post into an advertisement. When you boost a post, you can target it to a specific audience and set your budget to control marketing spend. However, you are paying for it, so you shouldn't boost every post you create.

Consider boosting posts you think are important for conversion, such as those that include special offers or links to content that positions you as a thought leader in the industry. For example, you might boost a post with an offer to download an e-book on preplanning, if you're using that promotion for lead generation.

Another way to increase paid reach on Facebook is by buying ads. You can select from a variety of ad types on Facebook, and they appear in news feeds or on the right column for desktop users, depending on the type of ad and how you target it. You can also choose to target ads only to either mobile or desktop users.

And even with the low engagement rates of organic posts, it's still a good idea to continue posting, especially if you have information people are likely to share, like, or comment upon. Those actions ensure your posts are seen by others, so educational posts or those with local interest are still good fodder for organic Facebook marketing.



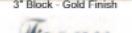
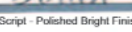

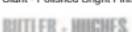
The bottom line with Facebook right now is that organic reach is not going to do much for your death care business, but the platform itself can still be a strong channel in your digital marketing efforts. That's especially true given the wide demographic reach of Facebook and the fact that your target audience is likely represented on the network.

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

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