

Are you state compliant?



**American Mortuary**  
COOLERS & EQUIPMENT  
mymortuarycooler.com

"the shorter the supply line the better off you are"

*Funeral Directors Research, Inc.*

AMRA INSTRUMENT, LLC  
623 N. Tower (P.O. Box 359)  
Centralia, WA 98531



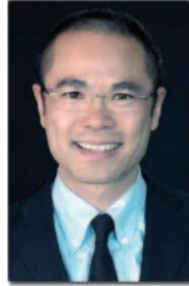
www.amrainstruments.com  
www.preproomdirect.com



WEB DIRECT GIFT & PRICING

## Social Media Marketing Cage Match: Which Are Your Top Contenders?

By Welton Hong



Welton Hong

Things you don't have an infinite amount of: money, creative energy and time.

As a deathcare provider, you're intimately familiar with the last one, and as a business owner or manager, you're well versed in the first. But many people don't realize that creative energy runs low. Everyone's creative well is a different depth, and even the deepest wells run dry if you return to them constantly without engaging in rest and other activities that replenish them.

What does all of this have to do with social media marketing? Plenty: those are three of the main things you (or the people you hire or pay) need to run a social media marketing campaign.

And since you don't have unlimited resources in any of those categories, you have to make wise decisions on how you prioritize social campaigns. That includes choosing a couple social media platforms, because you don't have time to effectively use all of them.

To help you make that decision, I've put together a social media cage match lineup specifically for deathcare marketing below. Check out the contenders, review the stats, and choose a few for your funeral home marketing team.

### Facebook

Weighing in at 2.45 billion active users every month, Facebook is often considered the de facto champion among social platforms. Almost 70 percent of American adults use this platform, and many turn to it on a daily basis.

One reason this option is popular with funeral homes and other deathcare providers is that older adults feel comfortable on the platform. Nearly 50 percent of people age 65 and older say they use Facebook, and among people age 50 to 64, that number is as high as 68 percent. That's good news for deathcare

CONTINUED ON PAGE A29



## Social Media Marketing Cage Match

Continued from Page A28

firms targeting older adults who might be interested in preplanning final arrangements.

But marketing on Facebook also doesn't ignore younger crowds. About 65 percent of Facebook users are under age 35. Younger people tend to use this social platform differently than their older counterparts, but they do engage with businesses and brands on Facebook.

### Contender Strengths:

- Reaches older demographics.
- Familiar and easy to use for most people.
- Cost effective and easy-to-target advertising opportunities.

### Contender Weakness:

- Heavy competition for user attention may require that you pay to sponsor posts for more exposure.

### Instagram

Weighing in with a billion monthly users and 112.5 million United States users in 2020, Instagram is the former featherweight champion of social. But it's moved up in class over the past few years and competes easily with Twitter and Snapchat for audience attention. It's currently the most popular social network with United States teens, with 72 percent saying they use Instagram. However, this is (comparatively) a young person's network. More than 65 percent of people age 18 to 29 use Instagram, and almost half of people age 30 to 49 do as well. But less than a quarter of people age 50 to 64 use Instagram, and that number drops to under 10 percent for those age 65 and older.

For funeral homes, Instagram is definitely more of a tag-team contender that should be paired with Facebook if you want to cover a wide range of demographics.

- Contender Strengths: High levels of brand engagement from users.

- Ability to use popular Stories feature to communicate timely messages or humanize deathcare services.
  - Lets you reach younger audiences.
- ### Contender Weakness:
- Involves a learning curve to determine the best way to capture attention with pictures, videos, and captions.
  - Not extremely popular with older demographics.

### Twitter

Weighing in with 330 million active monthly users—139 million who check in on a daily basis—Twitter is that clever fighter with moves that excite the audience. Unlike many of the other platforms, Twitter actually skews male: Only about 35 percent of users list themselves as female.

The Twitter user base is mostly people under 50, with 62 percent of users falling between age 18 and 49. While you won't capture a lot of baby boomer attention on this platform, it is popular with affluent millennials. That makes it a potential choice for deathcare firms

CONTINUED ON PAGE A30

## The Ideal "Low-Key" Marketing Tool for You!

High-Quality Pre-Planning Booklets to Promote Your Firm in the Community

- Inexpensive • Imprinted • Valuable for Families

This simple booklet lets family members create a written record of personal & financial info along with their funeral wishes. Perfect to pass out at any event. Leave copies out during visitations, too. The imprint reminds them who to call for pre-arrangement or at-need.

### Current Pricing (includes FREE Imprinting):

125 copies - \$1.79 each	500 copies - \$1.59 each	24 pages 8 1/2" x 5 1/2"
250 copies - \$1.69 each	1000 copies - \$1.49 each	

See website for pricing on other quantities. Shipping charges will be added.

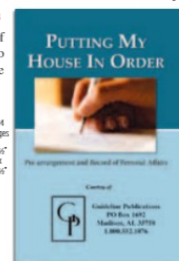
Call to Order or Request FREE Samples of This Booklet or Any of The Other Titles on Our Website!

1-800-552-1076 • sales@guidelinepub.com



GUIDELINE PUBLICATIONS

Spanish Version Available!



Visit: www.guidelinepub.com



**SEND US YOUR NEWS!**

**We Welcome Industry News!**

**PO Box 5159, Youngstown, OH 44514**

**1-800-321-7479 info@nomispublishations.com**

Are you state compliant?  
**American Mortuary**  
 COOLERS & EQUIPMENT  
[mymortuarycooler.com](http://mymortuarycooler.com)

**KNAUER INDUSTRIES**  
*Cultured Urn Creations*  
**BUY FACTORY DIRECT**  
 19505 NE Frontage Road • Joliet, IL 60404



Vaults4u@KnauersConcrete.com  
 P (815) 725-0246 [www.CulturedUrnCreations.com](http://www.CulturedUrnCreations.com)

## Social Media Marketing Cage Match

*Continued from Page A29*

that are trying to build a younger audience base to shore up future revenues.

**Contender Strengths:**

- Large user base of people age 18 to 49.
- Fast and furious flow makes it easy to test messaging.
- You can recycle posts without annoying users (when you do it correctly), reducing the creative burden of producing the right amount of content.

**Contender Weaknesses:**

- Twitter can be difficult to master.
- Enormous post volumes and the platform set up make it difficult to capture user engagement.
- Doesn't target the traditional audience for deathcare decision-making.

**LinkedIn**

Weighing in with 310 million active monthly users and more than 165 million United States users,

LinkedIn is the fighter you bring in for a specific type of match.

LinkedIn is a business-to-business network that works best for businesses that are marketing to other businesses. While funeral home managers and other deathcare professionals should claim their LinkedIn profiles to build trust and authority, engaging regularly on the platform for marketing purposes is typically more helpful to deathcare firms that serve other businesses in the niche than those that serve the public.

**Choose Your Team and Start Marketing on Social**

I've highlighted some of the top contenders in the space, but they certainly aren't the only options. Make sure you do your own scouting to understand what might be best for your deathcare firm. Then, get to work setting up your profiles and publishing interesting, relevant, and helpful content to connect with your target audience.

*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).*

remembering a  
**U.S.**

There's never been  
 a better time to let