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Content Marketing in 2020 and Beyond: Customer Experience

By Welton Hong

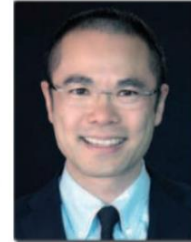
Customer experience is important—this is something professionals in people-facing industries such as deathcare know intimately. But what you might not know is that by the end of this year, customer experience is going to be the top differentiator between competing businesses. It will even outrank price. If that's not enough to drive home the point that all interactions with clientele are critical, consider these statistics:

- More than 95 percent of people say customer experience is a major factor in whether or not they're loyal to a certain company.
- A bit over half of all consumers report that a positive experience with a business has prompted them to make a buying decision.
- More than 60 percent of consumers say knowledge is an important factor in a positive customer experience.
- Good customer experiences go beyond the individual buying journey—90 percent of consumers are influenced by the reviews of others when they're considering a purchase of goods or services.

So what's all this have to do with content marketing?

Everything, because online marketing efforts can represent potential clientele's first experience with your funeral home or deathcare firm. Knowing how to take these facts about customer experience and apply them to content marketing helps you impress consumers with your knowledge, service, and dedication to their future needs. And that substantially increases the likelihood that they'll choose you to provide their preneed or at-need deathcare services.

But you can't just slap up any content and call it a day. To succeed with online marketing in 2020 and beyond, you need content that provides a high-quality, positive experience. Here are a few tips for creating that kind of content.



Welton Hong

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

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Content Marketing

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Create Video Content

Videos are a primary way people of all ages experience information online. And 60 percent of people would rather watch an online video than turn to their televisions.

Consider creating video content that explains various aspects of preplanning, funeral arrangements, or cremation, or use videos to give virtual tours of your funeral home. The more interactive you can make your content (without coming across as gimmicky or unrelatable) the better your chances are at creating a positive consumer experience.

Plus, videos offer additional benefits, including:

- Increasing SEO performance, especially if you put keywords in the video headline and description
- Providing opportunities for consumer connections on other platforms, including YouTube
- Offering content you can break up and reuse on social media for added engagement

Use Your Own Experts

Make sure that when people arrive on your pages, your content offers something of value to keep them there longer, giving

them the chance to have a positive experience. One of the best ways of doing this is by using your own experts.

Whether they're writing blog posts, answering questions podcast-style for an audio upload, or simply telling a story on video, the people on your staff can communicate important or interesting information that potential clientele might be interested in. Some ideas for expert staff content marketing could include:

- Blog posts with unique ideas for memorialization options
- Videos from funeral directors that clearly explain concepts such as preplanning or cremation in a friendly, helpful manner
- Q&A sessions of staff answering commonly asked questions or those you collected from social media
- Videos where sales staff show various products and provide in-depth information that might not be possible to communicate on a product page

Mind the Technical Details of Your Site

Imagine that you go out to dinner. You choose a restaurant that looks promising, but you have to wait two hours to be seated. When you finally get a look at the menu, you can't follow it. There aren't normal categories such as appetizers, salads, and entrees. The chili cheese fries are listed between the steak and the soup of the day, and a couple chicken dishes are mixed in with desserts. You persevere, hunting down what you want from the menu, and order. But the server brings you something that doesn't match what you ordered.

Chances are, you wouldn't call this a positive customer experience. But did you know your website could be giving off the same haphazard vibes? Avoid having potential clientele turn to your competition because of a bad website experience by:

- Ensuring your pages load correctly and quickly on all devices
- Developing a user-friendly and intuitive site structure and menu
- Following through on promises from links and ads by ensuring your content is relevant
- Checking internal and external links periodically to make sure you're not leading people to 404 errors or irrelevant pages

You put a lot of effort into ensuring a satisfactory experience for clientele once they contact you about deathcare services. Make that initial contact more likely by creating a positive experience for potential clientele with your content marketing efforts.

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

34 Years of
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