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Welton Hong

Stories Sell: How to Tell Yours on a Funeral Home Website

By Welton Hong

Stories are powerful. When you deliver messaging in narrative format, the information is up to 22 times more memorable than when you provide facts alone. And that truth about human nature is something you can leverage in your funeral home marketing.

Deathcare is a people business. You're not offering a product you can hawk based on neat features and benefits. Funeral homes offer services that provide comfort and closure to families in need or peace of mind to those with the foresight to preplan.

That makes your story even more powerful from a marketing perspective; your narrative doesn't just ensure that someone remembers you during their time of need. It helps persuade families that you're the right funeral home provider for them.

Here are three tips for sharing your story on your funeral home website:

1. Don't "phone in" your About Us page. Some people click on your about us page out of curiosity, but most who show up there have a specific question in mind. They want to know who you are so they can make an informed choice about dealing with your funeral home for final arrangements for themselves or a loved one.

Your about us page is not a throwaway formality required to keep up appearances. It's a powerful conversion tool that can help shepherd someone into calling or contacting you when they're already looking for the type of services you offer.

But that's only true if you do the work to make your about us page effective: Understand your target audience. Know who your potential clients are so you can create an about us page that speaks to them.

Incorporate images or videos. A wall of text is intimidating, so break it up with media that helps illustrate who you are and what your funeral home stands for. Include pictures of your location and your staff when relevant.

Demonstrate personality. The about us page isn't a location for an encyclopedic recitation of facts. Tell your story in your own voice by including information about your funeral home's history and why you decided to serve your community in this way.

Some ideas for telling your story on an about us page include using a graphic timeline, integrating a Q&A with various individuals on your staff, or embedding a short video message from the owner.

2. Include images of your location, your people, and your products or services. Images can tell stories on all your pages. Include them on blog posts to help illustrate points or highlight the stories you're telling about products, services, or your involvement in the local community.

What's more memorable: a fact-based write up about your funeral home's involvement in a charity event, or a fun post that includes images of your staff serving the local community? Hint: The post with pictures tells a more powerful story. When visitors to your site see those images, they're more likely to remember your staff as real, caring people later. And those are important elements for many people seeking funeral home services.

Images can also tell stories about your products and services. You can write a beautiful, detailed description of your location and rooms, but images will always do a better job showing them off on your website. Obviously, a funeral home isn't going to serve up candid shots of products and services in action. But you can still tell these stories via creative imagery on your pages.

A single flower on a headstone, the backs of heads bowed over a casket, or an urn situated on a living room mantel all tell powerful stories—even if you arranged the shot with models or employed stock photography.

3. Integrate original videos into your pages. Around 80 percent of digital information is consumed in the form of video today. Videos also drive far more social shares than images and text combined: a whopping 1,200 percent more.

Embedding videos on your site offers a way to tell complex stories quickly, increasing engagement with busy mobile users. In just a minute or two, you can explain the basics of services such as memorial planning, preplanning, or cremation, and you can tell the stories of your products and locations with visuals that make your content more memorable.

Video comes with added benefits to SEO (especially when you incorporate a relevant keyword into your title and meta tags). Plus, you can load your videos on YouTube and embed them on your site, doubling the online real estate you're covering with your story and making it easy to use video links in your social media marketing.

Use your about us page, images, and videos to tell stories on your funeral home site. Converting dry facts into compelling narratives makes you more memorable, increasing the chance that families will remember you and turn to you during their times of need.

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.