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Three Ways to use Visuals in Funeral Home Marketing

By Welton Hong

Have you ever read a book of any kind to a young child? If you have, you've likely been asked to show the pictures—or been asked where the pictures are if there were none.

It's not that young children can't appreciate a story without pictures. Make up a funny tale for a preschooler and you'll get plenty of laughter without any visuals. But images add to the experience, providing kids with another way to interact with the action and emotion of the story.

Simply put, for young readers or listeners, tales can fall flat without the visual elements. And the same is true for your funeral home marketing, because adults also like images.

Including visuals in your marketing helps your message resonate in a way that's more memorable. For example, when the average person hears a message, they're



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likely to remember about 10 percent of it. Pair that same message with visual content, and suddenly the average person can recall around 65 percent of it.

Visuals are also critical in getting the highlights of your message across to people who skim content. Those are people who scan pages quickly, reading subheadings, glancing through images and bulleted lists, and picking up the overall context of major paragraphs without delving into details. Most people—approximately 80 percent—scan web pages more than they read them.

So how do you increase engagement with your marketing content by including visuals? Consider starting with one or more of these ideas:

1. Repurpose pictures from your business.

Photographs from your deathcare business serve a number of purposes. First, quality images of any type tend to draw the eye and get more engagement, especially on social media. And you can use them to break up text to make it easier to scan and read.

But photographs specifically can be used to tell a story or invite people into your business in a digital manner. Obviously, you might not want to post images of actual funerals—and if you do, ensure that you have written permission from the family and those in the images. But creating galleries of photos of your funeral home and products—and sharing those in blog and social posts—helps people see that your firm is a legitimate deathcare provider with a quality, functional location.

It also removes some of the unknown out of a process that can otherwise be frightening or stressful for many people, increasing the chance potential clientele feels comfortable enough to reach out to you.

2. Create infographics.

These are one of the most powerful image types for marketing, because they combine text and visuals to help people understand your message quickly and remember it later. Infographics are also easy to share, so you can repurpose them by including them in articles or blog posts, posting them on social media, and encouraging others to share them.

You can do a great deal with infographics, so your own creativity is really the only limit here. And even then, you can easily hire people to create infographics, so you don't have to be limited by what you can think of alone. A few topic ideas for funeral home infographics include: types of caskets or urns; the basics of cremation; what is required for burial; where can ashes be spread; types of memorials; the benefits of preplanning; and the cost of final arrangements.

3. Make an explainer video.

Visuals don't have to be static. In fact, they shouldn't be, since more than half of consumers say they want to see more video content from businesses.

If you're struggling to include video content in your funeral home marketing, consider making some simple explainer videos. These are short, typically animated, videos that explain something quickly and in a friendly manner.

You don't have to hire Disney-level animators to have a successful explainer video. In fact, many marketing firms can help you put together an explainer video with premade clipart and the use of some basic video apps. What makes an explainer video successful is how well you target and answer a concern that your audience has. For example, on your at-need landing page, you might have a short explainer video that calmly and compassionately walks someone through what they need to do first during a time of need.

Other ideas for explainer videos include: how cremation works; options for memorializing with cremation; tips for choosing a casket; and what funeral benefits are available to veterans.

Any of the ideas from the infographics list can be turned into explainer videos. Even better, reuse your own content, creating both an explainer video and an infographic. There's no rule against repurposing your content, and if you can get multiple visuals out of it, that can increase your engagement without a lot of extra work.

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.