

# Awareness, Interest,

## Give Your Deathcare Marketing a Boost

### DID YOU KNOW THERE'S A PROVEN MARKETING MODEL

that dates back more than a century? It's called *AIDA*. Many people use it without even realizing, but when you understand how it works, you can level up your deathcare marketing efforts.

#### What Is the AIDA Model?

AIDA stands for *awareness, interest, desire, and action*. Marketing according to this model involves creating messaging that speaks to each of those four parts of the customer journey.

It's a proven framework for capturing traffic or consumer interest and shepherding individuals through to the final purchase. The concept of AIDA dates to 1898, when Elias St. Elmo Lewis (a historical figure in the world of advertising) wrote an article that said advertising should always follow this formula:

1. Attract the readers so they read the content. Today, this is typically done by getting someone to click the link.
2. Interest the readers so they continue to engage.
3. Convince the readers to believe the information in the content—that they need the service being offered or that you're the best firm to provide the service they need.

Over time, those concepts evolved into AIDA.

#### The Four Phases of AIDA

The backbone of this model is the four phases that customers go through when they make a purchase of any type, no matter how big or small. The journey might happen in minutes or even seconds—or play out over weeks or months.

Deathcare firms that understand what this journey looks like for their target audiences can best align marketing efforts with each phase. Let's look at each of the four phases and what marketing tools might be best suited for each:

#### 1. AWARENESS

During this phase, the consumer becomes *aware* of the good or service. Some people refer to this stage as "attention" because the product has been brought to the person's attention.

Depending on the situation, the consumers might already have developed awareness that they need or desire the



# Desire & Action

by Welton Hong



product. However, at this stage, that need is a vague concept and isn't powerful enough in most cases to drive specific action. It does, however, push people to begin to research.

Here are examples of the awareness stage in various scenarios:

- A person is at work and her stomach growls. She looks at a clock and realizes it is 15 minutes to lunch. This is an awareness stage that may lead to purchasing food.
- A renter has loud upstairs neighbors keeping him awake at night. He begins to think about how it would be nice to live in a house with more control. This is the seed of awareness that might lead to buying a house in the future.
- Someone's grandmother passes away and she's involved in the stress of planning her final arrangements. This person might start to think about her own final plans and how she could remove this burden from her loved ones. That awareness could lead to research pre-planning.

Deathcare marketing should position your firm to show up when someone becomes aware of a relevant need and starts researching. Some marketing tools that can be helpful with this phase:

- **Search engine optimization.** Targeting the right keywords and search behavior with website content helps you rank higher in search results. Almost all the clicks for any search go to the results that show up on the first page, and around 30% go to the top organic search result. Working to rank higher for terms people might search when they become aware of a deathcare need helps you be one of the first firms they connect with.
- **Search engine marketing.** SEO is a long game, and it's competitive. Search engine marketing is a good partner for it; SEM involves paying to show up in search results via search ads. You can target relevant users and keywords to ensure your firm shows up when they start researching.
- **Paid online ads.** Paid ads also work elsewhere online, including on other websites and social media platforms.
- **Radio advertising.** Radio ads can be a cost-effective way to connect with local users and bring awareness of your services to them.
- **Billboards.** These are another method for ensuring local families are aware of your firm and the services you offer.

The AIDA method works for online and offline marketing. In fact, efforts that span multiple channels help you more effectively connect with and drive people through your sales funnel.

**Big goal of Awareness:** Make sure the consumer knows about your services.

## 2. INTEREST

Once the awareness seed is planted, consumers usually begin to

research. More than half will type relevant terms into Google. Some might question friends and family on social media. Others may look through digital mailers they remember being relevant to the topic.

At this point, deathcare firms have a couple of marketing jobs. They need to engage the consumer as fully as possible and create interest for their specific products. Your marketing content should tell people how your services can benefit them and what makes your firm different from the competition.

Tools to use during the *interest* phase include:

- **Social media marketing.** Many people conduct part of their research on Facebook, Instagram, or other websites. They may ask friends and family for recommendations or browse the pages and posts of potential service providers. To ensure you

capture consumer interest, your page must be active and updated regularly. If you haven't posted since 2019, consumers might never see your profile or wonder if you're still in business if they do.

- **Educational website content.** Educational content, such as articles and blog posts, provides people with the information they need to make an intelligent purchasing decision. If your firm is the one offering that content, people are more likely to begin

to trust you as an expert and return to you when they're ready to make a purchase. Educational content for deathcare firms might include posts on types of deathcare options, costs, or how to plan final arrangements.

- **Direct mailers.** These have higher open and engagement rates than email and far less competition for the recipient's attention. Deathcare firms might consider sending mailers to lists based on age, location, income, or other demographics.

**Big goal of Interest:** Give the consumer a reason to *like* your services or the idea of your services.

## 3. DESIRE

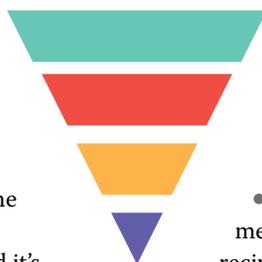
During the desire stage, consumers begin to sort through options and choose the top contenders. They look at the providers or products they *like* and decide which ones have something they absolutely *want or need*.

For deathcare firms, the challenge here is presenting a unique value proposition and building enough rapport that potential clientele realize they want *this specific* firm's services.

Ways to do that might include:

- **Website content.** As you can see, your website plays a role in every phase of AIDA marketing. Ensure you have plenty of high-quality, helpful content that keeps people returning to your site as they consider their options and learn more about deathcare services. This builds authority that helps potential

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clientele trust you with their plans or loved ones.

- **Social media community.** If you've taken time to build a community on your social media pages, individuals in the desire stage might find that compelling. All these other people trust you, and you show up regularly to answer questions and provide content. Those factors make it seem like your firm is a trustworthy source for death-care services.
- **Email marketing.** Use drip campaigns and newsletters to stay connected with individuals who signed up or showed interest in earlier stages. Send customized, helpful content that speaks directly to whatever stage of the journey each buyer is on.
- **Webinars and lunch-and-learns.** Provide interactive opportunities for learning more about your services. These are great ways to bridge the gap between desire and action!

**Big goal of Desire:** Persuade the consumer that they *need* or *want* your services over all others.

#### 4. ACTION

At the end of the journey, the consumer decides on an action. Typically, the options are:

- Do not buy goods or services.
- Buy goods or services from someone else.
- Buy goods or services from your firm.

Obviously, all your marketing efforts thus far have tried to push the person toward that last option. You have one more chance when the consumer is in the action phase of the journey.

Here are a few tools you can use for this purpose:

- **Service or product landing pages.** Every major product or service your deathcare firm provides needs its own page. Create each page with compelling feature/benefit marketing copy that tells a story and helps potential clientele see themselves using or experiencing the services. Make the value proposition obvious: What's in it for the consumer if they choose this product or service?
- **Calls to action.** Write specific, engaging CTAs. They should tell the consumer exactly what they must do to

get the benefits discussed above.

- **Email marketing.** Use email to connect with leads you've nurtured over the course of a few weeks or months, prompting them to finalize their plans with a call or click.
- **Webinars and lunch-and-learns.** Handhold potential clientele as they make the move from desire to action. Lunch-and-learn events let you

connect with people who are on the edge of action and help them be more comfortable with taking that final leap.

**Big goal of Action:** Guide the consumer to take the action you want. 

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