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Hiring and Retaining Millennials and Gen Z Professionals

By Colette Kemp



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It's more than just offering a good job. You need to know what motivates them, how they want to be communicated with, how they want to feel about the company, their goals, and how you can help them achieve those goals. There are many ways to successfully hire Millennials and Gen Zers. For any of these methods to be successful, you need to understand the challenges that each generation faces in the workplace. Millennials are more likely than older generations to leave jobs if they don't feel like there is room for growth or if they don't see a future with the company. On the other hand, Gen Z is less likely than Millennials or Baby Boomers to leave a job because of money.

The Millennial generation is the largest and most diverse in history. They are the most educated generation, and they have a different set of values than their parents. They care about work-life balance, want to be stimulated by their jobs, and want to feel like they are being heard.

Gen Z is made up of those born between 1995-2010. The oldest members of this generation are graduating from college now and entering the workforce. This generation is more entrepreneurial than any other before them, using technology to create new businesses from home or on the go.

Millennials and Gen Z have been called 'digital natives,' meaning that they grew up with technology as a part of their everyday lives. This has created a considerable gap between them and older generations.

Millennials and Gen Z are the most diverse generation in history, which means that they have different values, needs, and expectations.

The first step to hiring Millennials and Gen Z is understanding generational differences. To engage them in the

workplace, it's essential to know what they want out of their job.

Millennials are more likely to move on if they don't feel like they're learning or growing. Gen Zers are more likely than any other generation to switch jobs every year if their needs aren't being met.

The most successful companies with Millennials and Gen Zers offer an environment where employees can grow professionally while also having fun. This includes company-sponsored activities like happy hours or fitness classes for employees who don't have time outside of work for these activities.

One of the most important things to understand when hiring and engaging Millennials and Gen Z is that they are more driven by work-life balance, want to make a difference in the world, and want an organization that values their input.

Millennials and Gen Z are the two youngest generations in the workforce. They are also the most difficult to attract and hire. Hiring and engaging Millennials and Gen Z takes more than just a good job. It takes a new approach to recruiting, hiring, training, developing, rewarding, and retaining talent.

Top Tip: They read online reviews and make sure you manage your online reputation as a business owner. Most employment job sites allow people to read reviews and review current and past employers. This can affect whether or not someone actually applies to your job listing.

CONTINUED ON PAGE A22



Colette Kemp



Powerhouse Marketing with Welton

By Welton Hong

Sequence Your Marketing Efforts for Maximum ROI

Funeral service providers are regularly inundated with marketing messaging that can be confusing at best, deceptive at worst. The reality is that deathcare firms benefit most from their marketing when they follow a very specific sequence.

Instead of simultaneously throwing their budget at a variety of marketing techniques, they should go in order, making sure they have a strong foundation in each priority before moving on to the next.

At my deathcare marketing firm, we call this the Bullseye Method. We have an at-needs bullseye and a preneeds bullseye—they look like archery targets—and the strategies that provide the most return on investment (ROI) are in the center (the bullseye).

As you extend out from ring to ring, there's less ROI to be had, but that doesn't make the outer strategies unimportant. We just strongly suggest you prioritize from the center out, because each strategy becomes more effective when you do them in order.

This month, I'd like to talk a little about our at-needs bullseye and why it's set up that way. To put it more simply, let's look at the five most valuable strategies to generate at-need calls in order:

The Bullseye (Center): Online Reviews

Online reviews are at the center of the at-needs target because no marketing campaign will work if you don't have strong reviews. That's the foundation.

At-need calls are powered by Google search. Families with immediate needs don't go to social media. If they don't already have a plan in place or a relationship with a funeral home, they search for one on Google.

Nothing disqualifies a funeral home from getting the call more than having poor reviews or too few reviews. No one wants to trust the care of their loved one to a

funeral home that only has a handful of reviews (even if they're all good) or one that has a 3.2 average Google review rating.

That's why it all starts with reviews. Funeral service providers should always start with ensuring their reviews are high-quality (mostly five stars) and that they have a lot of them.

By improving your reviews, you position your firm to get calls from problem-aware consumers — that is, people who have a problem that needs an immediate solution. After all, that's the core of an at-need situation.

Second Priority: Website Optimization

After online reviews, website optimization is the next priority, which is why it occupies the first inner ring of the target. Just like reviews, this strategy targets problem-aware consumers. Families are visiting your firm's website when they have an immediate need.

If your firm's website has been properly optimized, it stands a much better chance of getting the call. Optimization can take many forms, but a few of the fundamentals are that it conveys trustworthiness, is easy to navigate, and that it includes a call to action (CTA) on every page.

Third Priority: Google

Again, Google powers at-needs. As the market leader (by far) in online search, that's where families go to find a provider. To master at-needs, you have to master Google.

This step comes down to ensuring your business has a strong presence on Google, particularly in comparison to local competitors.

It comprises search engine optimization (SEO) and search engine marketing (SEM), along with ensuring your firm has a robust Google Business Profile (formerly known as Google My Business), that it regularly appears in the "Google 3-Pack" on a search engine results page (SERP), etc.

Fourth Priority: Retargeting

Just because retargeting appears in an outer ring doesn't make it unimportant; it's simply far more effective for at-needs after the other three strategies have been employed.

Honestly, I love retargeting: It's an excellent way to maintain awareness after someone has visited a funeral service website. A good retargeting campaign will "follow" that visitor around the web, judiciously displaying ads for the firm.

Obviously, a family in an immediate need situation has to decide on a funeral service provider quickly, but even a couple of days of retargeting can make a big difference.

Additionally, those with a family member in hospice care likely will be researching funeral service providers before their loved one's passing; retargeting is a great way to remain top of mind when that critical time arrives.

Fifth Priority: Banner & Video (YouTube) Ads

Once a funeral firm has covered all the other strategies, it can expand into advertising for awareness. Instead of specifically targeting problem-aware consumers, these ads make consumers aware of the firm and its services.

When an immediate need arises, a firm that has expanded its brand awareness through Google Banner ads and YouTube ads is more likely to get the call than a firm local families have never heard of before.

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.