



Powerhouse Marketing with Welton

By Welton Hong

Seven Blog Post Ideas for Deathcare Websites

According to Marketing Insider Group, publishing blog posts on your website two to four times per week drives the most traffic and conversions. Which is simply the marketing verbiage for “more opportunities to make the sale.”

The magic number, according to Marketing Insider Group, is 11 posts a month. That’s just under three a week on average. But don’t worry if you don’t have the time or budget to create that much content every week. Consistency is more important than quantity, so if you know you can only publish one post a week, concentrate on doing that every week on the same day.

Maintaining a consistent publishing schedule fosters trust with your audience—making it more likely they’ll chose your firm at their time of need. On the other hand, if families can’t trust you to publish quality content consistently, how can they trust you with their final arrangements or to help them honor a loved one?

One of the challenges in publishing content regularly is producing ideas for posts. If you’re stuck on what to write in your next funeral home blog post or don’t have a blog yet and aren’t sure where to start, here are seven ideas:

1. How to Write an Obituary

Educational content positions you as an expert people can turn to in their time of need. It’s also the type of content people tend to share, especially when it provides actionable, easy-to-follow steps.

Consider creating a blog post on how to write an obituary. Include information such as when to write one, whom to send it to, and whether there are preferred formats.

2. Tips for Giving a Eulogy

Another task people stress over in an at-need situation is giving a eulogy. Provide tips to reduce the stress involved with this part of a funeral service.

Eulogies and obituaries are relevant in any season and are things all families consider when making final arrangements.

Creating evergreen content for your deathcare blog is important because it keeps performing for you over the years. You can even refresh it annually by updating the content, keywords, links, and any statistics you

might have included. Editing older content is a terrific way to keep your blog fresh without starting anew every week.

3. A New Service or Feature in Your Business

Any time you add a new initiative to your firm, highlight it in a blog post.

Let’s say you started a partnership with a local crematory to offer memorial services followed by a cremation. Or you added green burials to your service line and want to let people know what those are and how they’re good for the environment. Even something like a remodel to your visitation room or the addition of a hospitality kitchen in your space can make for a good blog post—especially when you include pictures.

4. Introduce a New Staff Member

Whether you’ve hired a new funeral director, brought a grief counselor on staff, or want to introduce a new customer service representative, staff writeups make great blog posts.

You can even write introduction posts for existing staff to let potential clientele know more about the people behind your business. No one wants to work with a faceless entity for something as personal as final arrangements, and learning more about you and your employees can help people feel comfortable choosing your firm.

5. Create a List of Products to Consider

Listicles are great for blog posts. Deathcare firms might want to create lists of products and services people can consider. Examples include:

- 11 Display Urns to Honor a Loved One in Your Home
- 9 Temporary Urn Choices When You Have Plans for an Ash Scattering
- 7 Luxury Caskets That Honor Your Loved One
- 10 Memorial Service Types You Can Have at Our Funeral Home
- 12 Greenery or Floral Arrangements to Help You Offer Condolences

As you can see, listicle ideas can be almost endless. You can separate your products or services into a variety of categories and make list posts for all of them over time

6. Share a Personal Story That Might Resonate With Your Audience

Again, demonstrating the humanity of the people behind your business name is important. Take time occasionally to share personal stories or information that align with your brand and may resonate with potential clientele.

A post congratulating one of your staff members on a new baby, sharing your own struggle with grief, or letting your audience in on your vacation or mission trip by sharing pictures and highlights are examples of the personal items you might post, even on a company blog. Just keep the stories at a professional level.

7. Write Reviews for Materials That Might Be Helpful

If you recently read a book on grief that you felt could be helpful to families, write a review for it. Let people know why you liked it, what they can expect from reading it, and who might enjoy it.

You can do the same with any resource your audience might be interested in and that’s at least someone tangential to your own services.

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