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## Autumn Launches World's First Deathcare Marketplace

NEW YORK, NY— **Autumn**, a death tech startup built to help bereaved Americans navigate life after loss, has unveiled the world's first marketplace for purchasing products and services needed to manage the legal, financial, emotional, and practical aspects of life after loss.

Autumn modernizes what has historically been an arduous, analog process by making otherwise complex information freely accessible in simple, step-by-step guides, and aggregating more than 500,000 local service providers, such as accountants, appraisers, attorneys, funeral homes, grief specialists, and more, into one platform.

"We've built a diversified support system that gives bereaved people greater control during a stressful time. Autumn lets you manage loss the way you already do your own life," said **Daniel Shaw**, Autumn co-founder and CEO. "Handling everything that's required after a death can be challenging for anyone. Not only is it emotionally taxing, but the process can last for months, and is often confusing and uncomfortable."

In addition to helping consumers, Autumn's marketplace supports small, local businesses gain qualified leads, while creating opportunities for new market entrants who have historically lacked access and distribution.

Autumn offers four products:

- **Intelligent Guides:** comprehensive instructions, from immediately after a death, through settling an estate, and mental health support; track progress and personalize information
- **Local Providers:** products and services needed for the deathcare, estate, legal, financial, mental health, and everyday tasks associated with loss
- **Memorial Website Creator:** an invitation tool for funerals and memorial services; share details, manage RSVPs, solicit support and collect memories
- **Supportive Communities:** network of bereaved people; discuss everything from grief to logistics, launching August 2022

Autumn is backed by lead investor Bullish, who has a successful track record of investing in brand-focused consumer startups, such as Peloton, Warby Parker, Harry's and Casper. Additional investors include Great Oaks Venture Capital, and **Marco Zappacosta**, founder and CEO of **Thumbtack**.

"Daniel and **Alex** have harnessed a better deathcare management solution for the digital age," said **Michael Duda**, managing partner, Bullish. "Autumn's platform better serves people during a vulnerable period of time and we believe this team will transform deathcare."

"Autumn delivers a desperately needed resource for those grieving and navigating some of the hardest moments in life," added **Henry McNamara**, partner at Great Oaks Venture Capital. "Daniel brings strong experience and an intelligent approach to product development and we are confident in his ability to realize Autumn's full potential." For more information, visit: [www.autumn.co](http://www.autumn.co).

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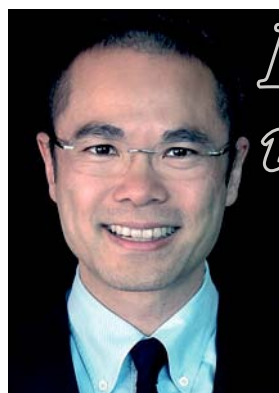
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## Powerhouse Marketing with Welton

By Welton Hong

### Five Mobile Musts for Deathcare Marketing

I used to say the future for deathcare marketing was *mobile*. Well, it's not the future anymore. It's the *present*.

Almost 85 percent of Americans accessed the internet via mobile devices in 2021, and almost half say they now search for information about products and services more on mobile devices than on desktop or laptop computers.

Mobile devices account for more than half of all internet use, having outpaced desktop access more than five years ago. And smartphones account for more than 75 percent of those devices.

One main takeaway from these statistics is that more people are engaging with your digital marketing content on smaller screens. That alone has huge ramifications for what's effective for deathcare marketing, as funeral home marketers and others must work to make content easier to read, view, and otherwise engage with on six-inch screens.

Failing to invest in mobile marketing means ignoring a growing segment of your target audience, so integrate some of the tips below to ensure your deathcare firm connects with potential clientele on a variety of devices:

#### 1. Define Your Mobile Audience

Not all groups of mobile device users are the same. For example, if you're targeting older retirees with a preplanning campaign, you may be addressing an audience that's only just getting comfortable with smartphones. Many may have opted for basic models or those designed for seniors, which don't have the same functions as more robust Apple or Android devices. These individuals might be most likely to engage with simple messages sent via email, Facebook, or mobile-friendly websites.

Alternatively, if you're working on a campaign to market preplanning services to millennials, you're more likely to be engaging with consumers who are technically savvy and use a variety of apps on their

devices. Deathcare firms with their own app might consider using it in these campaigns, but you can also connect with younger or tech-savvy consumers via YouTube and social media sites such as Instagram and TikTok.

Take time to define your audience and test mobile marketing channels to see what works for your potential clientele.

#### 2. Include Video Content in Your Campaigns

By 2027, close to 80 percent of mobile data traffic will be related to video. Even now, that number hovers close to 70 percent, demonstrating mobile users' preference for video.

This preference comes down to convenience for many. It's simply easier to watch video on a smaller screen than it is to read large amounts of text on the same screen.

Ensure you have video content on your site so mobile visitors can choose between video and text. You can also include short videos in social media or links to YouTube videos in your marketing emails.

#### 3. Ensure Fast Page Loads

According to Google, more than half of mobile users click away from sites if they take more than three seconds to load. Studies show that the highest conversion rates occur when page load speeds are two seconds or less.

Check your page speed for free with Google at [pagespeed.web.dev](http://pagespeed.web.dev) to find out how fast your site loads on mobile and desktop. This tool also provides some high-level tips for how you can increase page speeds, such as enabling text compression or deferring offscreen images (causing images to load only when the person scrolls to that part of the screen).

#### 4. Focus on Local Keywords

Almost half of all mobile searches have local intent, which means the person is searching for information about local businesses, services, products, or events. Integrate local keywords into your content to increase your odds of showing up in search results for these users.

One of the most common ways to do this is to add the appropriate town or city name to your content, such as "funeral home in Dallas" or "plan a memorial in Amherst, Virginia."

However, these types of keywords can be highly competitive depending on your city. Every deathcare firm in the area may be attempting to rank for them. Back them up with other local keywords and content, including mentions of your neighborhood, local landmarks, or even your street.

#### 5. Get Your Firm Listed in Directories

People searching on mobile devices are typically concerned with convenience. They don't always want to read through pages of content on your site, and if they can glean what they need to know directly from the Google search results or a directory, they will.

Ensure you show up for those searchers too by getting your firm listed in as many directories as possible and ensuring your NAP data is correct. NAP stands for *name*, *address*, and *phone number*. It's important that this data is consistent across your own web pages and anywhere else it's listed online.

Claim your Google My Business page and your firm's listing on sites like Yelp. Ensure your social media pages correctly identify your business and its NAP data, and look into getting listed on local chamber of commerce pages and industry directories if possible.

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](http://www.FuneralHomeProfits.com).

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