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## Funeral Service Foundation Announces \$100,000 Gift from Funeral Directors Life



Directors Investment Group (Parent Company of Funeral Directors Life) Board of Directors: Back Row (L-R): Jeff Harper, Robert Hamil, Jerry Edwards, Reagan Ramsower, Mark France, Drew Seale, Kris Seale, Jack Cypert, and Allan Adams. Front Row (L-R): Kasi Welch-Baker; Mike Lemons, Pat Patton, Darrell Rains, and Leslie Branon Montz.

BROOKFIELD,WI— The Funeral Service Foundation has generously accepted a \$100,000 gift from long-time supporter **Funeral Directors Life Insurance Company (FDLIC)**. The gift expands the Foundation Scholarship Program and underscores FDLIC's commitment to the funeral service profession.

"The FDLIC Memorial Scholarship honors the memories of funeral service professionals who were instrumental in the founding and growth of Funeral Directors Life," says President and Chief Executive Officer, **Kris Seale**. "This scholarship will help aspiring funeral service professionals receive the educational support they need as they embark on a fulfilling career in funeral service."

This most recent gift is FDLIC's third major gift in support of the Foundation; FDLIC was an early contributor to the Foundation's Hand-in-Hand Endowment and has

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## Powerhouse Marketing with Welton

By Welton Hong

### Stay 'Top of Mind' with Retargeting

Retargeting, an indispensable component of online advertising, is an effective strategy for businesses to reach out to potential clientele who have visited their website but didn't take any action.

By reminding families of the services they were interested in, retargeting helps businesses convert potential customers into paying clients. While this strategy has been widely adopted in various industries, it holds immense potential for funeral homes as well.

Here are a few of the benefits retargeting provides to funeral homes:

#### Reaching Out to a Highly Relevant Audience

Funeral homes offer a range of services, from cremation and burial to memorialization and grief support. Retargeting helps these firms reach out to the right audience—people who have already shown an interest in their services—by serving personalized ads to individuals who have visited their website. This ensures that the ads are not intrusive or irrelevant, increasing the chances of engagement and conversion.

#### Increased Brand Awareness and Recall

A primary benefit of retargeting is that it keeps a brand at the top of a potential client's mind. By displaying ads to website visitors after they leave the site, funeral homes can ensure their brand remains in the thoughts of those who might need their services in the future. For example, someone might have visited a funeral website while pondering a prearrangement plan. Remarketing makes it more likely that they will consider the funeral home when an at-need situation arises.

#### Cost-Effective Advertising

Retargeting is a cost-effective advertising strategy because it focuses on a specific audience segment. Instead of casting a wide net and hoping to attract potential clientele, retargeting allows funeral homes to concentrate their marketing efforts on individuals who have already shown an interest in their services. This targeted approach ensures that marketing budgets are utilized more efficiently, leading to a higher return on investment (ROI).

#### Higher Conversion Rates

Retargeting campaigns are known to yield higher conversion rates compared to traditional online advertising. By continuously reminding families of the services they were interested in, retargeting campaigns increase the likelihood of these individuals returning to the funeral home's website and taking the desired action, whether that be scheduling a consultation, requesting a quote, or signing up for a grief support group.

#### Strengthening Clientele Relationships

Retargeting can also help funeral homes strengthen relationships with their existing clients. For instance, if a family has used a funeral home's services in the past, retargeting ads can be employed to remind them of the compassionate and professional service they received, reinforcing the positive experience they had. This could potentially lead to repeat business or referrals, both of which are invaluable to any business, including funeral homes.

#### Competitive Advantage

Retargeting can provide funeral homes a competitive advantage in their local market. Given that many other funeral homes have yet to adopt this advertising strategy,

those that do can effectively stand out from their competitors. By reaching out to families who have shown an interest in their services, funeral homes can increase their market share and establish themselves as the "go-to" service provider in their community. This branding also increases the likelihood of getting calls from families looking for higher-end services, rather than price shoppers.

#### Flexibility and Adaptability

Retargeting campaigns are highly flexible and can be easily adapted to cater to the unique needs of funeral homes. These firms can choose to focus on specific services, such as cremation or grief support, or create campaigns targeting different regions in the area. Additionally, retargeting campaigns can be fine-tuned to reach specific demographics, such as age, gender, or income level, making it easier for funeral homes to connect with the "deathcare demographic."

Welton Hong is the founder of Ring Ring Marketing<sup>®</sup> 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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