

Why Do They Say 'Content Is King'?

By Welton Hong

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Content is king: You hear it all the time in digital marketing, and for good reason. Having lots of relevant, original content is a foundational aspect of all types of online promotion, and that's just as true for deathcare as for any industry.

A recent *Forbes* article outlined five trends that can't be ignored when creating a content marketing strategy. While it trumpeted new digital trends such as voice search, influencer interaction, multiple content types, and AI automation, the most important component remained **actually having quality content in your content strategy**.

I know this isn't the first time you're thinking about the importance of online marketing and search engine optimization. People are looking for funeral services; you just need to reach them. The question becomes: How do you connect with these prospective clients?

Let's start with some assumptions. You know the success of your funeral home depends to some degree on marketing: People need trusted providers to care for their loved ones, and virtually all are accessible and targetable through the internet.

You perform your due diligence and create a website. (Even better, you invest in a **high-quality** website). This website is your billboard on the internet, but unfortunately, you've decided to place it on a dusty rural road that no one ever takes.

Your prospective clients don't know how to find you.

Simply **having** a website is not marketing, just as having pots and pans in your kitchen is not a Thanksgiving dinner. The actual **stuff** helps you make the final product. Your website needs content, and not just any kind of content. It needs **high-quality content**.

The reality is that the less effort you put into online marketing to rank in local search, the further away

you are from finding the right clients. If competing funeral homes are putting in the work to differentiate themselves, why aren't you?

A basic site is not enough to stand out in local online searches. Not everyone is going to simply stop by your funeral home so you can get their business. Great content is both the bridge to your clients and the information that can seal the deal.

You want to generate plenty of content, of course, but it's pointless to do so if the content is not of high quality. Too many businesses still produce content as quickly as possible without any regard for quality.

High-quality content builds **trust**; low-quality content signals to consumers that they should avoid a business. You must create great content to build trust in your funeral home.

High-quality content ranks in searches; poor-quality content is filtered out. If your goal is to reach more people through online searches, high-quality content is the pathway. Great content ranks well, which means people find you; those same people are converted from readers into your clientele because your content ranked ahead of your competitors.

Here's why: Google wants people to use its search engine. To do so, it prioritizes the content that provides the best user experience, which of course is high-quality, relevant content. When you write and share the kind of content that allows for a positive and informational reading experience, your content is prioritized.

This leads me to an important point: **Write for people, not computers**.

That idea might seem obvious, but you would be surprised how many companies try to sneak low-quality content past the Google algorithms (although recent updates penalize poor content).

The copy on your website is meant to convert potential clientele, not boost your social media reach (although that can be an extra perk).

Consider what families in your area want to know about your funeral home. Include aspects such as video testimonials or images of what you offer to supplement high-quality content.

If you aren't sure what kind of content best suits your target audience, research what other funeral services businesses like yours are doing. Compare and contrast what is and isn't working for them based on user interaction.

Families in at-need and preneed situations have questions about funeral homes. Often, they have queries they need answered that they've never previously considered or even articulated. Part of a content marketing plan should be about creating a list of questions local families have about your industry.

Your content should answer these questions with simple, easy-to-digest answers. If you're constantly providing content that offers what families in your area are looking for (and what they didn't realize they needed answers to), your content will rise above your competitors and result in more interments.

If you establish that your funeral home is more knowledgeable than the competition, you can create an environment of trust and reliability through high-quality content alone. This expertise increases the strength of your brand and can be the difference between whether or not people decide that your business is sufficiently trustworthy. ***Be a difference maker.***

High-quality content that brings in leads is the foundation on which trust is built. However, reliability is borne from creating that content frequently enough that your clients can expect it. This breeds ***loyalty.***

When you have a steady stream of content that provides what clients are looking for, you're building brand loyalty.

People looking for information about burial services in your area will know to come back to your website; additionally, ***they will recommend you to others.*** This personal connection is built over time through putting in the work, focusing on quality content and establishing expertise.

Think about it this way: Content is an opportunity to have a conversation with families in your area. If they're reading your content, they might comment on it, share it, or refer back to it later either in an at-need situation or when preplanning.

Making sure that the content is accessible is integral to converting leads into clients. Treat content as a way to drive engagement and the conversation about your business.

The voice and tone of your content matters, so choose who writes it carefully. Who should be writing about your funeral home? It's the person who best understands the narrative of your brand's story. Nothing derails quality content quicker than a discordant narrative or sloppy copy.

As you build a content plan, you need to think about what you need and when you need it. Do you have an in-house writer, or are you contracting out the work? How often do you want to put out content? Does your funeral home have a particular brand voice or unique selling proposition (USP) you want to convey?

Creating an editorial calendar and a workflow does wonders for creating high-quality content for your funeral home. While I don't believe in simply putting out content for the sake of putting out content, consistency remains important. It's all about having a plan in place.



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Welton is a leading expert in helping funeral homes convert leads from online directly to the phone line. He's the author of the book **Making Your Phone Ring with Internet Marketing for Funeral Homes**. Learn more at RingRingMarketing.com.