

## Welton's Wisdom

QUICK TIPS FROM DEATHCARE MARKETING  
GURU WELTON HONG



### Make Your Funeral Content More Shareable

To get better audience reach and engagement, make sure your content is *shareable*. This type of content helps push you above the average *engagement rate*, which is the number of people on average that engage with your posts divided by your number of followers.

Average engagement rates are surprisingly low:

- 1.16 percent for Instagram (about one engagement for every 116 followers)
- 0.26 percent for Facebook (one for every 385 followers)
- 0.07 percent for Twitter (one for every 1,428 followers)

Higher engagement on social platforms can mean better treatment by platform algorithms. That helps you show up for more people, creating a potential cycle of more engagement, increased connections, and higher conversion rates.

It takes time, practice, and testing to find what works for your funeral home and target audience. The good news is that some tactics are proven to improve engagement and shares across most audiences and industries. They include:

- **Using images:** Image posts on any social platform get more likes, shares, and comments than posts without pictures (or videos).
- **Asking for engagement:** Let people know you'd love to hear their feedback and ask them to share with friends. Simply asking for shares substantially increases the chances of receiving them.
- **Keeping your posts short and simple:** Don't lump multiple thoughts or messages into a single post. A good rule of thumb: one point, one post.

#### **Welton's Bio**

Welton Hong is the founder/CEO of Ring Ring Marketing ([ringringmarketing.com](http://ringringmarketing.com)), which specializes in helping funeral homes grow and protect their market share. He's also the author of the book *Making Your Phone Ring with Internet Marketing for Funeral Homes*.