



Powerhouse Marketing with Welton

By Welton Hong

Don't Forget About Offline Marketing

In an age dominated by digital marketing, one might easily overlook the significance of offline strategies. Especially for a profession like funeral services, where personal connections, respect, and trust are paramount, offline marketing can hold a special relevance.

And yes, I'm aware of the irony: I run a digital marketing agency, after all! I'm passionate about inspiring funeral home owners to fully embrace the benefits of online marketing. However, as I always say, the important thing is to do what's best for your firm. And that typically means you should invest in a variety of promotional activities, both online and offline.

Choosing a funeral home is a deeply personal decision that relies heavily on local reputation, word of mouth, and physical presence. Effectively leveraging offline marketing can help funeral homes build a solid foundation within their communities. Here are four pivotal tips to harness the potential of offline marketing for a funeral home:

1. Community Involvement and Sponsorships

Engage with your community: Attend local events, fairs, or community gatherings. This not only demonstrates that the funeral home is an active member of the community but also fosters relationships with potential clients in a non-commercial setting.

Sponsorship opportunities: Consider sponsoring local events, teams, or charitable initiatives. It showcases your commitment to the well-being and growth of the community.

2. Educational Workshops and Seminars

Host workshops: Educate the community about funeral planning, the importance of wills, or grief counseling. This positions your funeral home as a trusted expert in the field, willing to offer value beyond immediate services.

Collaborate with experts: Partner with local counselors, lawyers, or other relevant professionals for these workshops. It not only enhances the credibility of the information being shared but also broadens your network and exposure.

3. Traditional Media Advertising

Local newspapers and magazines: Even in the digital age, many people rely on local publications for news and updates. (This is especially true if you serve a more rural area with a small newspaper strongly focused on local news.) Craft sensitive, respectful advertisements or editorials that address the importance of preplanning or celebrate the lives of community members who've recently passed.

Radio and TV spots: Consider investing in slots during times when your target demographic is most likely listening or watching. Share stories, offer advice, or simply communicate the history and values of your funeral home.

4. Referral Programs

Incentivize word of mouth: Encourage satisfied clients to refer friends and family. While it's essential to be tactful (given the industry), a referral program can still offer incentives like discounts on memorial products or future services.

Partner with local businesses: Develop partnerships with flower shops, local clergy, or hospice care providers. I realize that's a bit obvious: You know these entities often meet with families in need of funeral services, and a mutual referral system can benefit both parties. But it's worth keeping in mind for your overall marketing plan.

The Bottom Line

Offline marketing, when done with sensitivity and a genuine commitment to community, can significantly enhance a funeral home's reputation and reach. Engaging with the community, offering education, utilizing traditional media, and fostering partnerships are all potent tools for building trust and authenticity.

While the world continues its rapid digital march, there remains an irreplaceable value in face-to-face interactions and tangible connections, especially in an industry centered around human emotions and life's profound moments. By integrating these offline marketing strategies, funeral homes can ensure they remain pillars of support and service in their communities.

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.

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