

Welton's Wisdom

QUICK TIPS FROM DEATHCARE MARKETING
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Efficiently Leveraging PPC Ads for Funeral Service

To utilize pay-per-click (PPC) ads, a business pays a particular price for a keyword selected to have the ad display when people look for that keyword.

The goal is to spend no more than necessary to generate as much traffic as possible. When PPC ads fail, it's often because the keywords were too vague (people aren't searching for them) or too competitive (too many other businesses are using those keywords).

To avoid this, PPC advertising requires substantial planning and doing research on your potential audience. Consider the innate values of PPC advertising:

v Feedback: You need to know how effective your efforts are. PPC advertising is essentially real-time feedback on how well your outreach is working.

v Testing: The speed with which you can create and amend advertising campaigns lets you test different audiences and keywords. You can then optimize what works best for your funeral home.

v Flexibility: You can run any variation of keywords you wish. This sounds great, but there's also an inherent danger in it: You could leap too quickly to something new or overspend for the sake of testing.

PPC advertising can be expensive if it's not handled properly. Here are a few ways to not overspend or miss your target altogether:

v Keep your budget small: By establishing a set price before you begin, you make certain not to overextend your advertising budget on keywords that aren't working. My suggestion is to be thrifty in the beginning.

v Shorten your timeframes: Instead of letting ads run forever, consider shorter bursts of 2-3 days to test whether a particular keyword (or keyword phrase) is worth committing to.

v Research keywords: Do your homework and make certain you have enough high-performing long-tail keywords (i.e., a keyword phrase of a few words). The instinct might be to simply use *funeral homes* or *burial* or *cremation*, but the keywords that perform best might be several words that form a commonly searched phrase.

Welton's Bio

Welton Hong is the founder/CEO of Ring Ring Marketing (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*.