

7 Tips

on Employing YouTube in Your Business



YouTube is a powerful channel for online marketing. About 70% of consumers say they've made a purchase after seeing something on YouTube, and many people start with YouTube when they want to find out something.

In fact, the video site is the second-largest search engine *in the world*, generating more queries than any platform other than the standard Google search itself.

A driving factor in YouTube's popularity is that individuals can easily find informative content on all types of topics on the site, including topics for funeral services.

Many people in younger generations turn to the YouTube app first when they have questions about how to accomplish something – whether that's fixing a leaking sink, writing a eulogy or even planning their own final arrangements.

Funeral homes can take advantage of YouTube's popularity, meeting potential clientele where they are online by investing in YouTube video marketing.

Whether your funeral home already has a YouTube channel or you're just considering launching

one, following some of these tips can help you see success with those efforts:

1. Consistently Upload Content

Consistent, quality content is the most important factor in success no matter what channel you're using for marketing.

Some experts recommend posting new video content to YouTube three times a week when you're building your channel, but it's OK if you don't have enough time and content to do that. Funeral directors obviously must prioritize the needs of clientele over the needs of a marketing channel, and you might find you only have time for one video a week. It's better to be consistent with that one video than to post a bunch, burn out your resources and end up with an inactive YouTube channel for months.

One of the best ways to ensure consistency with YouTube posting is

to batch. Plan and record several videos at a time, and always think of ways to capture video content you can use in the future. That way, during times when your staff is busier than normal with funerals, you have content to post without requiring any work.

2. Respond to Comments on Videos

Many people see YouTube as a one-way media site where channel owners publish content to be consumed by others. In reality, YouTube is a social media platform, and the engagement rules that work on other social sites can work here too.

Enable comments on videos to support engagement from viewers and ensure someone checks for comments regularly. Respond to comments as appropriate. This demonstrates that your firm is active, responsive and caring.

It also opens the door for organic conversations that can convert viewers to potential clientele and then to actual clientele. For example, if someone asks a question about cremation on your video, your staff can provide a short answer and invite the person to reach out or click on a link to learn more. That potentially moves the conversation off YouTube and into channels you have more control over, helping to shepherd the person down your sales funnel.

3. Use Customizations to Brand Your Channel

Help viewers know that they're on the YouTube channel associated with your firm by using available customizations to brand the channel and help it stand out from others. You can add colors to certain channel elements, including the background, and add your logo, taglines and site links.

4. Invite Others to Collaborate with You

Don't create your YouTube content in a silo. Viewers like to see collaborations, and this type of cooperation with others in your niche or community fosters the idea that your firm is a team player. Who doesn't want to work with supportive, team-minded people when they're planning an important event such as a cremation, burial or setting down wishes for their own final arrangements?

Some collaborations funeral directors might want to consider include:

- **Industry collaborations.** Invite professionals from noncompeting organizations to join you on video. For example, the director of a funeral home and the manager of a local cemetery might discuss common challenges or stories related to moving a funeral service from funeral home to cemetery.

- **Local interviews.** Interview a local celebrity or another person your audience might be interested in and who has a story or background that is related to your niche. For example, the local TV news anchor might be willing to talk about his

experience at a funeral, or a local CPA can provide information about retirement savings, including the benefits of paying for final arrangements ahead of time.

- **How-to with experts.** "How-to" and educational content perform really well on YouTube, so keep this in mind when coming up with video marketing ideas for your firm. Invite a florist to talk about how to pick the right arrangement for a funeral or a speech writer to provide tips for writing and delivering a eulogy.

5. Tell People What Steps to Take Next

Online videos create a scroll culture. People who watch videos on Instagram, TikTok and YouTube are conditioned to let the next video play without stopping to do anything else.

To make YouTube marketing work, tell people what to do so they're pushed out of that scroll habit and into action. Calls to action might include:

- **Asking viewers to subscribe to your channel.** Remind users to subscribe so they don't miss your content. You can use arrow graphics at the end of your video to point them toward the subscribe button.

- **Inviting them to contact you.** Include links for your contact pages and your phone number. Write out a call to action (CTA) in the caption, verbalize it in your video, and include a text invitation on screen. Don't forget to put the CTA in context. Tell people why they're contacting you – for example, "reach out today to schedule a preplanning consultation and to discover the many benefits of preplanning."

- **Directing them to click a link.** You can use YouTube videos to promote blog posts and other content on your site. Create a video with a few facts or other information and then let viewers know they can learn more by clicking over to your site or a specific article.

6. Pay Attention to YouTube SEO

YouTube might generate the second-highest number of queries in the world, but it's also important for

your YouTube videos to show up in search engine results on Google. It gives you more ways to show up for related queries and ensure your content is what the searcher ends up engaging with.

Search engine optimization tactics, including keywords, work on YouTube as they do on your web pages. Include keywords in the video title and metadata as well as the caption. When possible, include a text-based summary of the video content or a transcription of the audio. This increases relevant content on the page while also helping support accessibility.

7. Consider Posting Short Videos and Video Testimonials

Find ways to create video content that takes less creative effort and time from your staff. You don't need 30 minutes of content for every YouTube video; in fact, most consumers prefer to watch shorter videos with more concise messages.

The funeral director can record three-minute tips or interesting facts, or the preplanning staff can create explainer videos, which are short videos that explain a single topic. For example, the team might create a series of 3-to-5-minute explainer videos on topics related to preplanning, including what a power of attorney is and why it's important or some pros and cons of cremation.

You can also turn to former clientele for video content. Reach out to satisfied clientele who already made it a point to let your firm know how much its services meant to surviving loved ones. Ask those individuals if they'd be willing to go on camera to share their stories.

Or reach out to someone who preplanned their final arrangements with you. Invite them to come on camera to let others know why they preplanned and what benefits the process held for them.

YouTube isn't network television. It doesn't have to be perfect. As long as you're consistent, provide valuable information and engage with your viewers, you can see success with this marketing tactic. •