

The Most Powerful Digital Marketing Techniques for Deathcare Firms Now

By Welton Hong, CEO of Ring Ring Marketing

Digital marketing moves fast. Frankly, in 2023, everything in the world of technology is moving fast:

- Talented filmmakers are capable of shooting professional-quality movies with little more than an iPhone
- Deepfake technology can replicate the appearance of human beings with realistic movements and behaviors (for better or worse, depending on who's using it)
- Artificial intelligence tools such as Open AI's ChatGPT and DALL·E 2 are revolutionizing content creation

I know—that all sounds like a lot. It is a lot. And that's just the tip of the iceberg at a time when technological advancements keep arriving at a fast and furious pace, one that hardly seems to conform with the more traditional environment of deathcare.

Most cemetery operators, cremation specialists, and funeral home owners in 2023 are unlikely to be eagerly diving into the world of virtual reality, much less the “metaverse,” much less all the other noise—or what appears to be noise, at least—coming out of Silicon Valley.

And that's totally fine. For a deathcare firm, embracing technology today doesn't mean figuring out what an NFT is or starting to take payment in cryptocurrency or figuring out how to market your business on TikTok.

Don't get me wrong: Some of those things will have increased validity over time. But that's not the case right now.

Your potential clientele isn't on TikTok—and if it is, it's not there to learn about interment options or funeral preplanning or cremation jewelry. No, those people are watching funny videos, many of them involving cats. And that's fine. Everyone loves a good cat video.

The truth is, you can ignore many of the “buzziest” tech trends in relation to your business, whether it's a cemetery, cremation firm, or funeral home. But that doesn't mean you should ignore all of it.

For example, AI tools such as ChatGPT can benefit your business already. Granted, ChatGPT is purely a tool, and any tool is only as effective as the human beings operating it. But it is an incredibly well-programmed tool.

If part of your business is creating obituaries and funeral notices, you can leverage ChatGPT today to handle about 95% of that process. (It's as simple as leveraging a template to handle the task—it's not hard at all.)

But with all that said, the digital strategies providing the most benefit to deathcare firms right now are not recent innovations. They've been around for quite some time. Many have seen improvements and refinements over the past few years, but they're tried-and-true tools.

Most people reading this article

will have at least some familiarity with the concepts that follow, but understanding they exist and knowing how to leverage them in the most revenue-generating (and cost-effective) way is where the real benefit lies.



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Google Ads (PPC)

Google Ads—yes, the tool itself is a singular noun, odd as that might seem—provides a potent tool for deathcare businesses to reach their target audience effectively.

Using a pay-per-click (PPC) model, these ads are displayed to users who input specific keywords into Google's search bar. Businesses only pay when a user clicks on their ad, which then redirects them to their website.

This approach enables deathcare businesses to position their services at the forefront of relevant search results. With effective keyword selection, ads can reach individuals actively seeking their services, thus increasing the likelihood of client acquisition.

Additionally, Google Ads provides an excellent platform for local targeting, allowing businesses to focus their advertising efforts on specific geographical areas.

This localized strategy helps to ensure that ads reach potential clientele within the business's

service area, maximizing the return on advertising spend.

Search Engine Optimization (SEO)

You've undoubtedly heard of SEO, a powerful digital marketing tool that helps businesses improve their website's visibility on search engines.

By optimizing their site using relevant keywords, deathcare businesses can improve their ranking on search engine results pages (SERPs), enhancing their visibility to potential clients.

When individuals seek deathcare services, they often turn to search engines for information. If a business appears prominently in these search results, it is more likely to attract these potential clients.

Additionally, a higher ranking on SERPs conveys a sense of credibility and authority, which is crucial in a profession where trust is paramount. Effective SEO not only increases website traffic but also ensures that this traffic is relevant, consisting of individuals seeking deathcare services.

Website Conversion Optimization

For deathcare businesses, having a professionally designed, user-friendly website is crucial. However, it's not just about attracting visitors; it's about converting these visitors into clientele. That's where website conversion optimization comes in.

Conversion optimization involves refining the website to enhance user experience and prompt visitors to take specific actions, such as contacting the business for an

immediate need situation, asking for information on preplanning, or requesting a guide to cremation options.

Enhancing the experience could involve improving site navigation, making contact information more accessible, or providing clear, compelling calls to action.

By simplifying the process of finding information and taking action, deathcare businesses can increase their conversion rates, resulting in more inquiries and bookings. Plus, a well-designed website reflects positively on the business, reinforcing its professionalism and dedication to service.

Online Reputation (Reviews)

For deathcare firms, trust and reputation are everything. Many people rely on online reviews when choosing a service provider, making it crucial for deathcare businesses to manage their online reputation effectively.

Encouraging satisfied families to leave positive reviews can significantly enhance a deathcare business's online image. In addition to increasing trust in the business, high-quality reviews contribute positively to SEO efforts, because Google factors in review quality and quantity when ranking search results.

Importantly, cemeteries and other deathcare firms should also respond to negative reviews in a respectful and professional manner. This demonstrates commitment to client satisfaction and can turn a negative situation into a demonstration of excellent client service.

Social Media Marketing

Finally, social media platforms provide powerful channels for cemeteries, funeral homes, and cremation specialists to reach and engage with their audience. They provide a platform to share valuable content, answer questions, and showcase the compassionate care they provide.

A well-managed social media presence can humanize a deathcare firm, building trust and fostering relationships with potential clientele.

Additionally, paid advertising options on platforms such as Facebook allow businesses to target specific demographics, enhancing the efficiency of their advertising efforts.

Social media provides a way for deathcare firms to engage with their audience openly and compassionately, breaking down barriers and building understanding.

The Bottom Line

In deathcare, digital marketing techniques such as Google Ads, SEO, website conversion optimization, online reputation management, and social media marketing are vital for reaching potential clients and building trust.

By leveraging these tools, cemeteries and other deathcare firms can elevate their online presence, foster relationships with their audience, and ultimately, drive growth in their business. In an increasingly digital world, harnessing these strategies is not just beneficial but essential for success.