



Powerhouse Marketing with Welton

By Welton Hong

Five Funeral Marketing Basics to Remember

I'm used to digging into granular areas when talking about digital marketing for funeral homes, which I hope is understandable—that's what I do all day, every day!

But I recognize that it's also beneficial to take a bigger-picture approach every once in a while. Let's take a few minutes this month to keep in mind some of the most important considerations when marketing your death-care firm.

In an increasingly digital age, where people turn to search engines, social media, and online reviews before making decisions, funeral homes are no exception to the need for a robust digital presence.

Traditional modes of advertisement and word of mouth are being supplemented by online channels, providing a more immediate and personalized connection with potential clients.

During times of grief, families want accessible, transparent, and compassionate service providers. A strong digital marketing strategy not only helps funeral homes reach a larger audience but also lets them provide valuable information and support during a difficult time.

1. Optimize Your Website for Mobile and SEO

Given the rise in mobile device usage, ensuring that your website is mobile-friendly is imperative. It should load quickly, have a responsive design, and provide all essential information at the user's fingertips.

Along with mobile optimization, you should invest in search engine optimization (SEO). By utilizing relevant keywords and producing high-quality content, funeral homes can increase their visibility on search engines, making it easier for potential clients to find them

during crucial times. As usual, Google is your main target here. It retains the most market share in the United States by an enormous margin, so start there.

2. Leverage Your Google Business Profile and Reviews

Google Business Profile (GBP) lets businesses list their services on Google Maps and search results. Ensure that your funeral home's GBP profile is complete with accurate contact information, operating hours, and high-quality photos.

Additionally, you must encourage satisfied families to leave positive reviews on Google. This not only boosts local SEO but also builds trust with potential clientele.

3. Engage on Social Media

While it may seem unconventional, many funeral homes have found value in maintaining an active presence on platforms like Facebook. Sharing informative content, memorial services, and community involvement can humanize your brand.

Moreover, social media provides a platform for families to share memories and testimonials, and to engage in a more personalized manner. Take advantage of this opportunity to brand your firm as the elite, "go-to" funeral home in your area. It really makes a huge difference, especially when your competitors are lagging behind on social.

4. Invest in Paid Online Advertising and Remarketing

Consider investing in pay-per-click (PPC) advertising on platforms such as Google Ads. This lets funeral homes to target specific demographics or keywords, ensuring that

their services appear in relevant searches.

Remarketing campaigns can also remind those who've visited your site to take action, providing a more tailored ad experience. Remarketing provides potential clientele a "second chance" to choose you after their initial research.

5. Offer Virtual Tours and Online Arrangement Tools

Given the current global landscape and the evolving nature of service demands, offering virtual tours of your facilities or online preplanning tools can differentiate your funeral home from competitors. It provides an added layer of convenience and safety for families who may prefer or need to make arrangements remotely.

By adopting these digital marketing strategies, funeral homes can foster connections, build trust, and cater to the evolving needs of their community in the digital age.

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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