



Powerhouse Marketing with Welton

By Welton Hong

AI Has Diverse Applications for Funeral Homes

Stop me if you've heard this more than once over the past year: In an age where digital innovation is paramount, artificial intelligence (AI) is emerging as a transformative force.

(On second thought, please don't stop me. Otherwise, this would be a very short column.)

I realize it can seem as though recent developments in AI can seem way too "out there" for small businesses such as funeral homes. But nothing could be further from the truth.

AI is revolutionizing all types of businesses of all sizes, and this is no time to sit back and let competitors take advantage. You want to be on the forefront of this movement.

With the global AI market valued at over \$136 billion and projected to expand thirteen-fold in the next seven years, AI's influence is undeniable. By 2025, an estimated 97 million jobs in the AI sector are expected, contributing a staggering \$15.7 trillion to the global GDP by 2030.

AI's significance transcends mere technological advancement; it represents a fundamental shift in business strategy. And while its most obvious application might be creating copy, that's just one way funeral homes can leverage the power of AI. Let's review some of them:

Revolutionizing Copywriting and Content Creation

As I just indicated, advanced AI tools can produce high-quality ads, landing pages, and email campaigns, rivaling the output of top-tier copywriters. AI's efficiency extends to generating books, social media content, and YouTube vid-

eos in a fraction of the traditional time.

AI in Design and Marketing

AI is redefining the realms of design and marketing. It enables rapid testing and learning from successful campaigns, enhancing the speed and effectiveness of marketing efforts.

Video Production and Social Media Management

AI is reshaping video production and social media management. It facilitates editing, content creation, and even video personalization. This capability allows for broadening the scope of content production and reaching diverse audiences.

Expanding AI Applications

AI's applications extend to customer service through dynamic chat and virtual assistants, improving engagement and response times. In sales and marketing, AI tools analyze customer data for targeted campaigns, while AI-driven chatbots aid in lead generation and appointment setting.

(Note: I wouldn't say a website chatbot generally makes sense for most local funeral homes—in an at-need situation, it obviously would come off as too impersonal, even rude. However, a thoughtfully programmed chatbot certainly could be utilized for a preplanning campaign or to provide general answers in place of [or to supplement] a FAQ page.)

AI in Financial Management, Sales, and

Personalization

In the financial realm, AI shows promise in data analysis, report generation, and fraud detection. In preneed sales, it can enhance client interactions and qualify leads. Personalization, as seen in platforms such as Amazon and Netflix, is another area where AI excels, offering tailored experiences that drive engagement and loyalty.

Conclusion

For small businesses, including those in the funeral profession, AI is not just an option but a necessity to compete effectively. It allows businesses to operate with the efficiency and scale of larger corporations.

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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