

Welton's Wisdom

QUICK TIPS FROM DEATHCARE MARKETING
GURU WELTON HONG



Don't Ignore Offline Promotion Options

My deathcare clients are sometimes surprised when I suggest they expand their offline marketing initiatives. Some even feel the need to remind me that I run a digital marketing agency! All our success strategies are online, not offline. Isn't it in our best interest to suggest spending more on digital campaigns, not print or radio ads?

Maybe some digital marketers feel that way, but not me. My job is to help a client to be successful and get excellent return on investment. And that often means balancing offline advertising and promotion with online strategies.

My philosophy is this: If you can at least break even (and preferably make some return) from your offline promotion and branding, go for it! Here are three offline promotion options you should be considering:

- 1. Community Involvement and Sponsorships:** Attend local events, fairs, or community gatherings. This not only demonstrates that the funeral home is an active member of the community but also fosters relationships with potential clients in a non-commercial setting.
- 2. Educational Workshops and Seminars:** Educate your community about funeral planning, the importance of wills, or grief counseling. This positions your funeral home as a trusted expert in the field, willing to offer value beyond immediate services.
- 3. Traditional Media Advertising:** Even in the digital age, many people rely on local publications for news and updates. This is especially true if you serve a more rural area with a small newspaper strongly focused on local news. Make sure you're exploring a variety of options to get the best bang for your buck.

Author Bio:

Welton Hong, founder of [Ring Ring Marketing](#)®, is a leading expert in helping funeral homes convert leads from online directly to the phone line. He's the author of the book *Making Your Phone Ring with Internet Marketing for Funeral Homes* and a regular contributor to *American Funeral Director* magazine and several other publications.

Welton has a graduate degree in Electrical Engineering from the University of Colorado at Boulder. Prior to starting Ring Ring Marketing, he was a senior technologist at R&D facilities for Intel, Sun Microsystems, and Oracle. He regularly speaks at conferences and other events for people in the death care industry.