



Powerhouse Marketing with Welton

By Welton Hong

Stand Out with Local Service Ads

You probably already know many people's first impulse when seeking funeral services is to do an online search (aka "Google it").

So, if you're already using standard Google ads, or pay-per-click (PPC) ads, to promote your funeral home, that's great—kudos to you for understanding where people look for your services and capitalizing on that knowledge.

With that being said, you might notice a new type of ad being displayed above yours, and you're wondering what the deal is—I would be, too.

Introducing local service ads (LSAs).

Before I explain further, let me clarify one thing: LSAs are not the same as PPC ads. They can, however, enhance what you're already doing with your PPC ads.

Let's get to it. LSAs are a digital advertising tool offered by search engines like Google, designed to help local businesses stand out to potential customers in their area. When someone searches for a service, LSAs display at the top of the search results, showing a business's name, ratings and contact information.

And unlike traditional PPC ads, businesses pay per lead, not per click, which can significantly enhance the cost-effectiveness of their advertising efforts.

While LSAs aren't exactly new—they've been around for awhile in other industries—they are new to death-care. Here's a few good reasons you might want to consider experimenting with this type of ad.

1. Increased Visibility

LSAs ensure funeral homes appear right at the top of these search results, significantly increasing their visibility.

This positioning is critical during such a sensitive time, as families often don't have the luxury of extensive research and tend toward quick decisions based on immediate information.

2. Targeted Local Advertising

LSAs are designed to connect businesses with local customers, making them ideal for funeral homes that typically serve specific communities or geographical areas.

This local focus ensures advertising efforts are concentrated where they can make the most impact, reducing wastage on uninterested or irrelevant audiences.

3. Trust and Credibility

For funeral homes, trust is a non-negotiable commodity. And one of the unique features of LSAs is the Google Guarantee badge that accompanies verified businesses, offering a form of insurance to customers.

The badge acts as a seal of trust, assuring potential clients of the credibility and reliability of the service offered. Moreover, customer reviews are prominently displayed, providing an avenue for funeral homes to build trust through transparency and real-world testimonials.

4. Cost-Effectiveness

Because LSAs operate on a pay-per-lead basis, funeral homes have the advantage of paying only for leads that are directly interested in their services. This model is more economically efficient compared to traditional advertising methods, where costs are incurred for broad visibility, regardless of the engagement level of the viewers.

LSAs allow for better budget control and ensures marketing dollars are spent more judiciously.

Implementing Local Service Ads

Setting up LSAs for a funeral home is a process that requires attention to detail and compliance with verification standards.

Basically, the initial steps involve creating a business profile and getting verified, which includes background checks and license verifications to uphold service quality and safety standards. While this may sound daunting, it primarily ensures only reputable businesses can advertise, reinforcing the trustworthiness of the platform.

And if you need help with this, don't hesitate to consult a digital marketing professional.

Once verified, funeral homes can manage their ads through a user-friendly interface, set their budgets and specify the service areas they cover.

The real-time nature of lead management through LSAs allows funeral homes to respond promptly to inquiries, further enhancing their reputation for attentive service.

While the setup process is detailed, the payoff in terms of targeted visibility, cost efficiency and increased credibility makes it a worthwhile endeavor for funeral homes to increase visibility in the search results of people who are really looking for them.

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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