



whether you should use AI tools is up to you. My suggestion is a big, bold, “Yes, with caution.” As long as they’re used with ethical standards and transparency, they can benefit your staff and the families you serve. In fact, Open AI’s ChatGPT and Google’s Gemini (formerly Bard) can benefit your firm today by providing written content, such as email blasts, social media posts, advertisements and website copy.

Now that I’ve hopefully alleviated some of your latest concerns surrounding technology and your funeral home, let’s talk digital marketing in 2024.

Here’s my take: You can disregard a lot of the hype around tech trends in relation to your funeral home, but you shouldn’t ignore them entirely. In many ways, this is a time of digital experimentation, and I encourage you to embrace your digital explorer era.

With that being said, the digital marketing strategies making the biggest impact on funeral homes’ business right now aren’t fueled by cutting edge technology; they’re tried-and-true tools that have stood the test of time.

So, while I wish I could unveil a new secret ingredient to successful digital marketing in 2024, I’ll instead share what makes the original recipe so effective. You likely already possess some knowledge or experience with the tools that follow, but these are the ones I’d recommend funeral homes keep in their arsenal for 2024.



### Search Engine Optimization (SEO)

SEO helps funeral homes rank higher in search engine results pages (SERPs) when individuals search for funeral-related services. A higher ranking increases the likelihood that potential clients will visit their website, as people tend to click on the first few results they see. Why? Websites that appear at the top of search results are often perceived as more trustworthy and credible by users.

Unlike paid advertising, the traffic generated from organic search results does not cost per click or impression. Once a solid SEO foundation is built, funeral homes can enjoy increased web traffic without the ongoing costs associated with pay-per-click (PPC) advertising.

SEO allows funeral homes to target users who are actively seeking the services they offer. Through keyword research and content optimization, they can attract users who are more likely to be interested in their services, resulting in higher quality leads.

For funeral homes, local SEO is particularly important. Optimizing for local search helps ensure the funeral home appears in local directory listings, Google Maps and local search results, making it easier for people in the community to find them.

SEO is a powerful tool for funeral homes looking to increase their online visibility, attract more targeted traffic and build trust with potential clients. By investing in SEO, funeral homes can secure a prominent place in search engine results, capture the attention of people seeking funeral services and ultimately grow their business.

### Google Ads (PPC)

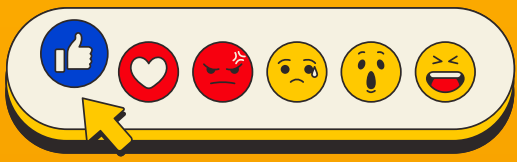
If it isn’t obvious, Google isn’t going anywhere.

That’s why Google Ads—yes, that’s the name of the tool itself—will always top our list of impactful digital marketing tools for funeral homes to reach their target audience effectively.

Here’s why: Google Ads allows funeral homes to target their advertisements specifically to individuals searching for funeral-related services. By using relevant keywords, funeral homes can ensure their ads appear to users at the moment they’re seeking such services, which increases the likelihood of engagement.

Funeral services are inherently local in nature. Google Ads enables funeral homes to narrow down their advertising to specific geographical areas, ensuring their ads are only shown to users in their service area. This localized strategy helps to ensure ads reach potential clientele within the business’ service area, maximizing the return on advertising spend.

Not to mention, it’s cost effective. The pay-per-click (PPC) model of Google Ads ensures funeral homes only pay when someone actually clicks on their ad. This can make budgeting more predictable and efficient, as spending is directly tied to user engagement rather than just ad views.



### Website Conversion Optimization

Think of your website as your online brick and mortar. The more user-friendly and professional it looks; the more likely visitors are to choose your funeral home.

But it's not just about attracting visitors; it's about converting these visitors into clientele. What I'm referring to is website conversion optimization.

Conversion optimization means refining the website to enhance user experience, guiding visitors to take specific actions, such as contacting the business, asking for additional information or requesting a guide to cremation options.

This could mean improving site navigation, making contact information more easily visible or providing clear, compelling calls to action. In other words, make it easy for potential clients to engage with you.

By simplifying the process of finding information and taking action, firms can increase conversion rates, resulting in more leads. Not to mention, a good-looking website reflects positively on the business, reinforcing its professionalism, trustworthiness and dedication to service.

### Online Reputation (Reviews)

Hardly anything is more important in deathcare than trust, making your online reputation critical to your success.

I'm specifically referring to online reviews. Many potential clients and referrers rely on reviews to predict what type of experience they'll have with your funeral home.

My No. 1 piece of advice: Don't be afraid to ask for reviews. While it might seem uncomfortable at first, encourage satisfied clients to leave positive reviews. In addition to increasing trust in your business, high-quality reviews contribute positively to SEO efforts, because Google factors in both review quality and quantity when ranking search results.

Equally as important as positive reviews are the negative ones. Funeral homes should always respond to negative reviews promptly and 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

It's hardly news that social media is an essential part of any good marketing strategy these days, regardless of the industry. Having an active social media presence is expected of most businesses. And while I don't recommend TikTok as your go-to platform, funeral homes are no exception. For funeral homes, participating in social media ensures they remain relevant and accessible to younger generations who may be involved in planning funeral services for loved ones.

There are lots of uses for social media in deathcare, from informing and educating followers to grooming relationships with your community. With more than three billion active monthly users, Facebook provides an ideal environment for most—if not all—of them.

Through thoughtful and respectful Facebook content, funeral homes can inform potential clients about their services, including traditional burials, cremation services, memorial services and preplanning options. This can be done in a way that respects the sensitivity of the subject while also educating the audience.

Facebook also allows funeral homes to create and maintain relationships with their community. By sharing valuable content, offering condolences and celebrating the lives of those who have passed, funeral homes can build trust and show their compassionate side, which is critical in this sensitive industry.



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Funeral directors can also use social media to share resources, advice and support for grieving families. This might include articles on coping with loss, details about grief counseling sessions or information on memorial service planning. Such content can be invaluable for those seeking guidance and support.

Whether Facebook or another platform, regularly posting on social media platforms increases the visibility of funeral homes. It helps keep the brand top-of-mind for when services are needed, ensuring the funeral home is remembered by community members during their times of need.

Social media is also another avenue for satisfied families to share their positive experiences with the funeral home, acting as testimonials to the funeral home's services. This word-of-mouth can be very powerful, as recommendations from friends and family carry significant weight.

The benefits of social media are twofold because it offers not only organic reach and community, but also additional advertising. And compared to traditional advertising methods, social media platforms offer cost-effective advertising options that can be targeted to specific demographics, including location, age, interests and more. This allows funeral homes to reach potential clients in their local area more efficiently.

### The Bottom Line

Any good marketing strategy should change over time, but it doesn't mean you need to overhaul the entire thing.

My digital marketing playbook for funeral homes in 2024 consists of tools I've recommended for years: Google Ads, SEO, website conversion optimization, online reputation management and social media marketing.

If you want to reach potential at-need and preneed clients, receive more high-quality leads and build trust, I recommend leveraging these tools first—and never being afraid to build on that foundation, with or without the latest technology.



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