



# *Powerhouse Marketing with Welton*

By Welton Hong

## *Tackling the Taboo: Content Marketing for Funeral Homes and Cemeteries*

I certainly don't have to tell you that death is a natural part of life. But as you know, for many people, it still remains a topic shrouded in discomfort and avoidance. This reluctance often leaves individuals and families unprepared when the inevitable happens, leading to confusion, anxiety and stress.

Here's what they don't know: Death doesn't have to be taboo. And your funeral home or cemetery can be the conduit that normalizes conversations about death through thoughtful content marketing.

Whether preplanning their own services or dealing with the loss of a loved one, people often have questions about death, funeral arrangements, grief and everything in between. By creating content that addresses these common questions, your funeral home or cemetery positions itself as a trusted and compassionate guide.

Consider creating blog posts, videos or social media content about common topics like how to discuss end-of-life wishes with family, what to expect during a funeral service or how to cope with loss. In doing so, you'll not only provide valuable answers to your local community, but also give permission for people to ask the questions they've been hesitant to voice.

And remember, content that delves into the subject of death doesn't have to be clinical or detached. It's important to approach these topics with empathy and understanding, acknowledging the emotions that come with them.

Your content should reassure readers that their concerns are valid and normal. It can serve as a vital educational tool, offering everything from what to expect in someone's final hours to step-by-step guides on funeral planning to compassionate advice about how to handle grief.

By normalizing conversations around death, your content can provide reassurance that it's OK to discuss topics that may initially seem uncomfortable. In fact, addressing these subjects directly can often bring a sense of relief and empowerment. People feel more confident making decisions when they have a better understanding of what to expect, and your expertise as a funeral home or cemetery can ease the emotional burden.

Sometimes, people don't know what to ask until they're in the moment, so be sure to display this content in an easy-to-find spot on your website. By providing detailed content that anticipates their concerns, you create a valuable resource. From explaining the differences between burial and cremation to addressing the benefits of preplanning, your content can answer questions before they arise, giving families time to process and

make informed decisions.

Through thoughtful, empathetic content marketing, you can become a trusted authority that helps families feel prepared, supported and empowered, turning your funeral home or cemetery into a guiding light in their time of need.

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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](http://www.FuneralHomeProfits.com).

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