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Content is the #1 Priority in Your Marketing Campaign

By Welton Hong

You're reading this, which means you're most likely a funeral home owner, a funeral director, or someone in a leadership position in a closely related industry.

That also means you likely don't write for a living. Sure, you might like writing. You might even love it. You might enjoy writing poetry, or short stories, or blog posts about your lifelong appreciation for South American plant life.

But it's most likely that most people reading this column don't want to spend a lot of time writing content for their website. They already have plenty on their plate in taking care of day-to-day funeral home duties. Chances are that includes you.

Here's what I want to impress on you in this article:

You don't have to put in a lot of hours in creating compelling, relevant, high-quality, original content for your funeral home website.

But someone does.

That could be someone on your staff, if that person's a very good writer who understands how to write copy that's full of SEO juice and generates lots of website conversions. (Presuming that person has the time to do it.)

More likely, it will be someone you contract with, a professional copywriter who's either independent or affiliated with an online marketing firm.



Welton Hong

Whatever the case, your website needs great content. It's the foundational aspect of any successful online marketing campaign.

If your site doesn't have great content, it might get a lot of traffic, but it won't turn a lot of those visitors into clientele. It won't rank highly in organic (unpaid) search results. It won't convey credibility with either human visitors or search engines such as Google.

Great content really is the be-all and end-all for successful online marketing in 2018 and beyond. If you want this year to be the best year ever for your funeral home, it's as simple as this: Content is king.

The key to successful online marketing is to have a high-performing website that's full of excellent content. Once you have that, there are lots of great tools and techniques to deliver qualified leads to your site.

But as powerful as pay-per-click ads and remarketing and mobile marketing are—and they're all truly great—

CONTINUED ON PAGE A23

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Continued from Page A22

none of that matters if your website can't seal the deal. And great content is what allows it to do that.

When we talk about marketing in this digital age, we're really talking about internet marketing. While some old-school (offline) marketing practices certainly remain useful to some degree, most people today choose service providers by researching online. And that trend will just keep growing year after year—even for death care services.

Traditional forms of advertising are quickly losing market share in every industry. Even people in their sixties, seventies, and eighties spend a lot of time online these days. That's where you need to reach them, particularly for preplanning services.

To achieve that, you must have a website that converts visitors into clientele. It can't simply be a place for people to find your phone number and read a short bio about you and your funeral home. Your site must sell your services to visitors (in a thoughtful and reverent way).

A sharp, attractive website is great, but that's just the foundation. Now you need to build a great marketing tool on top of it. That's what every business website ultimately is today a marketing tool.

A content-deficient site doesn't help your ranking in local online searches. It doesn't communicate trustworthiness and credibility. It doesn't differentiate you from your local competition.

This is where you seal the deal with both pre-need and at-need clientele and drive case counts—if it's filled with strong, relevant content. That's how you get your website ranked higher than your competitors, and that's how you convert visitors into clientele.

The major search engines, especially Google, want to create the best possible experience for users. Thus Google places a massive emphasis on ranking sites that clearly benefit their visitors the most. Most of that determination is based on the quantity and quality of content on the particular site.

While text is the first priority when we talk about content, elements such as photos, graphics, and even videos are also important. That's all content. Using all these aspects in a complementary fashion lets you tell your story and market your business in the most effective way.

You'll likely find the most benefit in working with a professional copywriter. Good ones know how to write

compelling copy that's appropriate for your particular industry—thoughtful, empathetic, understanding—while also converting leads and getting your site ranked highly in local searches.

If you do write your website copy in-house, you must ensure it is informative and grammatical. Search engines have evolved to recognize misspellings and grammatical mistakes, and those can hurt your credibility. Just as critically, errors will undermine your credibility with website visitors.

Consider crafting articles that educate and inform people. What are the considerations for preplanning a funeral? What do families need to do first after suffering an unexpected loss? What information can you provide to walk them step by step through this process?

Look for places throughout your site to include great content. In addition to photos and videos, you can have informative text on all of your pages, plus articles and blog posts. All these things make a huge impact in having a successful marketing campaign.

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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Dennis Helwig of Wiesner-Massart Funeral Home, Algona and Casco, WI with John Muster (left) of Muster Coaches, Calhoun, KY picking up their new all wheel drive Lincoln MKT Hearse.

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