

Ad Policy Readiness **CHECKLIST** for Cemetery Marketing

Navigate Compliance, Protect Lead Flow and
Maintain Stability in a Rapidly Changing Ad Environment





ABOUT RING RING MARKETING

Ring Ring Marketing is deathcare's premier provider of marketing solutions for cemeteries, memorial parks and affiliated partners.

RRM founder and CEO **Welton Hong** is one of the top educators in deathcare. Among numerous other credits, he is:

- An in-demand speaker at national cemetery events, including **ICCFA**, state cemetery associations and mortuary schools
- A regular contributor to **ICCFA's "Memento Mori"** and other cemetery-focused publications, as well as NFDA's **"The Director"** and Kates-Boylston's **"American Funeral Director"**
- Author of the celebrated book ***"Making Your Phone Ring with Internet Marketing for Cemeteries, Third Edition"***

Mr. Hong and his team at RRM help cemetery owners drive preneed property sales, increase contract value and position their cemetery as the trusted choice for permanent memorialization. Through stronger digital visibility, better website performance and strategic marketing, they help you reach families earlier and convert more future business.

RING RING MARKETING

7318 West Post Rd #210

Las Vegas, NV 89113

(888) 383-2848 or (408) 982-6096

info@ringringmarketing.com



Introduction

The rules governing digital advertising are evolving faster than most cemetery owners realize. Campaigns that once performed consistently are now being flagged, restricted or quietly suppressed due to shifting platform policies. If your lead flow has become unpredictable, it isn't random—it reflects a system where compliance, sensitivity and automation now shape visibility.

This checklist translates complex policy changes into clear, actionable steps. By following it, you can reduce disruptions, maintain campaign stability and ensure your cemetery marketing operates with clarity, control and long-term resilience.

1

Adapt to the New Compliance Landscape

- ☐ Recognize cemetery advertising as a sensitive content category.
- ☐ Adjust messaging to avoid triggering excessive policy scrutiny.
- ☐ Ensure all ad formats align with platform-specific compliance rules.
- ☐ Review campaigns regularly for evolving policy changes.
- ☐ Treat compliance as an ongoing operational responsibility, not a one-time fix.



2

Navigate Algorithmic Enforcement Systems

- ☐ Structure ad copy to avoid high-risk keyword combinations.
- ☐ Align landing page content with ad messaging to prevent flags.
- ☐ Revise rejected ads before resubmitting to avoid repeated violations.
- ☐ Maintain records of approvals and disapprovals for pattern tracking.
- ☐ Watch for repeated enforcement issues that may signal account-level risk.

3

Adjust to Targeting Limitations

- ☐ Avoid language that implies knowledge of personal loss or circumstances.
- ☐ Replace life-event targeting with broader, compliant audience strategies.
- ☐ Use balanced demographic targeting to reduce review risk.
- ☐ Expand geographic targeting to improve delivery stability.
- ☐ Build audience strategies that rely on relevance instead of sensitive assumptions.



4

Create Compliant and Effective Ad Creative

- ☐ Use neutral, educational language instead of emotionally intense phrasing.
- ☐ Avoid assumptive or question-based hooks about personal situations.
- ☐ Select professional, serene visuals that avoid misclassification.
- ☐ Ensure all text overlays and visuals align with ad copy and policies.
- ☐ Keep your tone respectful, steady and appropriate for cemetery decision-making.

5

Strengthen Data Privacy and Tracking Practices

- ☐ Implement clear consent mechanisms for data collection.
- ☐ Use visible and functional cookie and privacy notices.
- ☐ Explore server-side tracking to improve data reliability.
- ☐ Prioritize first-party data collection through CRM and email capture.
- ☐ Review your tracking setup regularly to make sure reporting stays accurate.



6

Protect Budget Stability Under Policy Volatility

- ☐ Diversify ad spend across multiple platforms.
- ☐ Allocate budget reserves for testing and unexpected disruptions.
- ☐ Monitor campaign performance daily for sudden changes.
- ☐ Track compliance-related issues alongside performance metrics.
- ☐ Use contingency planning to reduce the impact of pauses or disapprovals.

7

Choose the Right Marketing Partner

- ☐ Work with partners experienced in cemetery marketing compliance.
- ☐ Ensure they understand platform policies and enforcement trends.
- ☐ Look for structured pre-launch compliance review processes.
- ☐ Prioritize transparent reporting and proactive risk communication.
- ☐ Choose a partner whose strategy supports long-term stability, not short-term shortcuts.





Conclusion

Cemetery marketing now operates within a system shaped by automation, sensitivity safeguards and strict compliance standards. Campaign success is no longer driven by creativity or budget alone, but by how well your strategy aligns with evolving platform policies.

By completing this checklist, you position your cemetery to operate with greater stability and confidence. Instead of reacting or disruptions, you build a system designed to adapt—ensuring consistent visibility, reliable lead flow and long-term marketing resilience.

Take the Next Step

Understanding policy changes is only the first step—applying them effectively is what drives results. The next move is to evaluate your current campaigns, identify compliance risks and strengthen your strategy to reduce disruptions and improve performance.

You can reach Ring Ring Marketing at **(888) 383-2848** or email **info@ringringmarketing.com** to schedule your complimentary marketing audit. Gain clarity, protect your campaigns and position your cemetery for consistent, policy-aligned growth in an ever-changing digital landscape.





WELTON HONG

FOUNDER & CEO

RING RING

MARKETING

You can reach us at **info@ringringmarketing.com**
or toll-free at **(888) 383-2848**

