

2025 GROWTH STRATEGIES:

Boosting At-Needs and Preneed Sales
for Funeral Homes

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ABOUT RING RING MARKETING

Ring Ring Marketing is the deathcare industry's premier provider of marketing solutions for funeral homes, cemeteries, and affiliated industry partners.

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

- An in-demand speaker at national conferences, including NFDA and ICCFA; state associations, and mortuary schools
- A regular contributor to numerous industry publications, including NFDA's ***The Director***, Kates-Boylston's ***American Funeral Director***, and ICCFA's ***Memento Mori***
- Author of the celebrated book ***Making Your Phone Ring with Internet Marketing for Funeral Homes, Third Edition***

Mr. Hong and his team at RRM have a proven record of helping funeral home owners generate more at-need calls, grow their preneed contracts, improve website conversions, brand their businesses with social media, dominate local competitors in search results, protect their market share and much more.

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INTRODUCTION

Hey there, funeral home owners! Let's talk about something super important for your business: growing your at-need and pre-need calls. As we approach 2025, having a solid strategy in place is crucial to ensure your funeral home stands out and serves more families in your community.

This guide is all about giving you the tools and tips to boost your at-need and pre-need calls using effective digital marketing strategies. We'll cover everything from building a strong online presence to utilizing social media, Google Ads and email marketing. So, buckle up, and let's dive in!

SETTING GOALS AND PLANNING FOR 2025

Alright, now that we know our focus, let's talk about setting goals and planning for 2025. The first step is to establish clear objectives. What do you want to achieve in 2025? Maybe you aim to increase your at-need call volume by 20% or double your pre-need calls. Whatever your goals are, make them specific, measurable, achievable, relevant and time-bound (SMART). This approach ensures you have clear targets to hit and can track your progress along the way.

Once you have your objectives, it's time to create a detailed marketing plan. This plan should outline the strategies and tactics you'll use to achieve your goals. Start by defining your target audience. Who are the people you're trying to reach? What are their needs and concerns? Understanding your audience helps you tailor your messaging and choose the right marketing channels. Next, develop your messaging. What key points do you want to convey to your audience? Highlight the unique benefits of your services and what sets you apart from competitors.

Budgeting is a crucial part of your marketing plan. Determine how much you can invest in digital marketing efforts like Google Ads, social media advertising and email marketing. Remember, you don't have to spend a fortune, but you do need to spend strategically. Allocate your budget based on the channels most likely to reach your target audience and drive results. Track your spending and adjust your budget as needed based on the performance of your campaigns.

A well-rounded marketing plan also includes setting timelines for when each tactic will be implemented and assigning responsibilities to team members. Regularly review your plan to ensure everything is on track and make adjustments as necessary. Flexibility is key; if a particular strategy isn't working as expected, be ready to pivot and try something different.

BUILDING A STRONG ONLINE PRESENCE

Your online presence is the cornerstone of your digital marketing strategy. Your website is your digital storefront and often the first impression potential families will have of your funeral home. It needs to be professional, easy to navigate and mobile-friendly. Clear navigation is essential, so visitors can easily find information about your services, contact details and location. Use high-quality images and videos that reflect your brand's compassion and professionalism. Include clear calls to action, like "Contact Us" or "Learn More About Our Services." Feature testimonials from past clients prominently on your homepage and have a FAQ section to address common questions and concerns your clients might have.

Search Engine Optimization (SEO) is all about making sure your website shows up when people search for funeral services. Focus on using relevant keywords like "funeral homes in [Your City]" throughout your site. Regularly update your site with valuable content, like blogs about funeral planning tips and memorial ideas. Make sure your business is listed on Google Business Profile and other local directories. Encourage satisfied families to leave reviews and respond to them promptly. Technical SEO is also important; ensure yo-

ur website loads quickly, is mobile-friendly and has a secure (HTTPS) connection.

Blogging is a great way to provide valuable information to your audience while boosting your SEO. Write about topics that matter to your families, like how to plan a memorial service or the benefits of pre-planning funerals. Consistent, quality content will establish your authority in the profession and keep your site fresh and relevant. In addition to blogs, consider creating downloadable resources like eBooks or guides. These can provide in-depth information and are excellent tools for lead generation. Promote your blog posts and resources on social media and in your email newsletters to reach a wider audience.

Consider integrating an online arrangement tool on your website. This allows families to start the arrangement process online, providing convenience and flexibility. Make sure this tool is user-friendly and guides users through each step of the process. Additionally, include an obituary section on your website where families can post and share obituaries with friends and family. This adds value to your site and encourages more visits.

UTILIZING SOCIAL MEDIA MARKETING

Social media is a powerful tool for connecting with your community and promoting your services. Not all social media platforms are created equal, and you don't need to be everywhere. Focus on the platforms where your audience is most active. For funeral homes, this typically means Facebook, Instagram and LinkedIn. Facebook is great for community engagement and event promotion, Instagram is ideal for sharing photos of your facilities and services, and LinkedIn is useful for professional networking and partnerships.

Creating engaging content is key to a successful social media strategy. Share content that resonates with your audience, such as inspirational quotes that provide comfort and positivity, service announcements to inform your audience about upcoming services and events, and behind-the-scenes looks to show the personal side of your business. Use a mix of content types, including images, videos and text posts, to keep your feed interesting and engaging. Storytelling is a powerful tool on social media. Share stories about the families you've served (with

their permission), the history of your funeral home and the people who work there

Engagement is crucial to building a loyal community. Respond to comments and messages promptly to show your audience you care about their feedback. Encourage discussions by asking questions, hosting live Q&A sessions and creating polls to get feedback on your services or future events. Consider running social media contests or giveaways to boost engagement and reach a wider audience. Collaborate with local influencers or community leaders to expand your reach and build credibility.

Use social media to highlight your involvement in the community. Share posts about your participation in local events, charity work and partnerships with other local businesses. This not only builds your brand's reputation but also strengthens your connection with the community. Regularly update your profiles with current information, and ensure your branding is consistent across all platforms.

“ Creating engaging content is key to a successful social media strategy. ”

GOOGLE BUSINESS PROFILE OPTIMIZATION

Your Google Business Profile (GBP) is a crucial tool for local SEO. Ensure your profile is complete and up to date. If you haven't already, claim and verify your Google Business Profile. Fill out all sections of your profile, including business name, address, phone number, website, hours of operation and services offered. Upload high-quality photos of your facilities and services to make your profile more appealing and informative. Regularly post updates, offers and news on your GBP to keep it active and engaging.

Positive reviews can significantly enhance your brand's reputation. Encourage satisfied customers to leave reviews by asking for feedback after services are completed. Respond to all reviews, positive and negative, to show that you value customer feedback. When responding to negative reviews, address the customer's concerns professionally and offer solutions. Showcase positive reviews on your website and social media to build trust with potential clients.

Google Posts allows you to share updates directly on your Google Business Profile. Use this feature to promote events, highlight services and share news with your audience. For example, you can create posts about upcoming memorial services, special offers on preneed plans or community events you're sponsoring. Keep your posts concise and include a call to action, such as "Learn more" or "Contact us today."

Make use of the Q&A feature on your Google Business Profile. This allows potential families to ask questions directly on your profile, and you can provide answers everyone can see. This not only helps the person who asked the question but also provides valuable information to others who may have the same questions. Monitor the Q&A section regularly and provide prompt, informative responses.



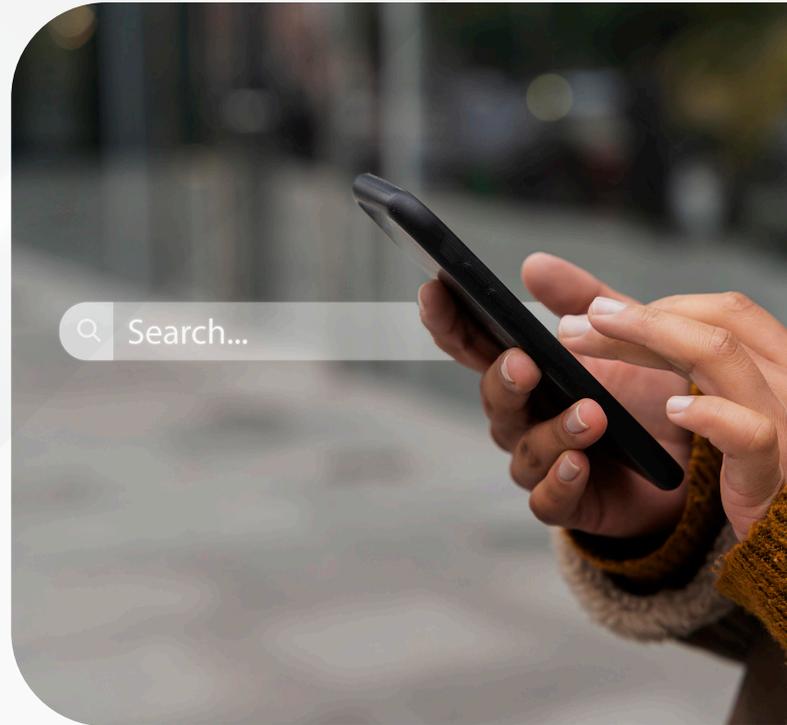
RUNNING EFFECTIVE GOOGLE ADS

Google Ads can be a powerful tool to reach people actively searching for funeral services. Start by setting up search network campaigns. These ads appear when people search for keywords related to your services. Identify the keywords your potential clients are using with tools like Google Keyword Planner. Write compelling ad copy that highlights your USP and focuses on the benefits of choosing your funeral home. Set a budget that aligns with your marketing goals, starting with a modest budget and adjusting based on performance.

Your ad copy should be clear, concise and compelling. Highlight the benefits of your services, include a call to action to encourage people to take the next step, and use emotional language to connect with your audience. For example, an ad might say, “Compassionate, Professional Funeral Services. Contact Us Today for Support.” Test different versions of your ad copy to see which performs best and make adjustments based on the results.

Geo-targeting is crucial for local businesses like funeral homes. Ensure your ads are seen by people in your area by setting location parameters in your ad settings and using localized keywords in your ad copy. Monitor your spend and adjust bids as needed to ensure you’re getting the best return on investment. Use the analytics provided by Google Ads to track the performance of your campaigns and make data-driven decisions to optimize your results.

Use display ads to increase brand awareness and reach a wider audience. These ads can appear on websites that are part of the Google Display Network, targeting people who may not be actively searching for funeral services but fit your target demographic.



HARNESSING THE POWER OF YOUTUBE ADVERTISING

YouTube is a powerful platform for reaching your audience with engaging video content. Video is a powerful medium for storytelling. Create professional videos that highlight what makes your funeral home unique. Share your history, values and mission. Include testimonials from satisfied customers to build trust. And, give a virtual tour of your facilities and introduce your staff. Use high-quality production values to ensure your videos look professional and polished.

YouTube offers a variety of targeting options to ensure your ads reach the right audience. Target by age, gender and location, focusing on reaching individuals who are planning ahead or those who may need immediate services. Reach people interested in topics related to funeral services, end-of-life planning and memorialization. Use keywords related to funeral services and planning to ensure your ads appear in relevant searches.

Use YouTube Analytics to track your ad performance. Monitor metrics like view counts, engagement (likes, shares, comments), and conversion rates. Use this data to refine your campaigns and improve results. Experiment with different video formats and lengths to see what resonates best with your audience. Consider creating a series of videos that provide helpful information and answer common questions about funeral planning and services.

Leverage YouTube's TrueView ads, which allow viewers to skip the ad after five seconds. This ensures you only pay for engaged viewers interested in your content. Use bumper ads for short, impactful messages, and non-skippable ads for more in-depth storytelling. Test different types of ads to see which ones perform best with your audience.

FACEBOOK AND INSTAGRAM ADVERTISING

Social media ads are a great way to drive traffic to your website and increase brand awareness. Set up your campaigns by defining your audience with detailed targeting to reach your ideal clients, focusing on individuals planning for future needs or those who may need immediate services. Determine how much you're willing to spend, starting with a modest budget and scaling up based on performance. Use high-quality images or videos that reflect your brand and ensure your content is engaging and relevant.





Your ad creative should be eye-catching and relevant. Use professional images or videos to show your facilities, service calls and customer testimonials. Highlight your USP and include a call to action, such as “Learn more about our compassionate services” or “Contact us today for support.” Ensure your ads are consistent with your overall branding, using the same colors, fonts and tone of voice. Test different ad creatives to see what works best and make adjustments based on performance.

Use advanced targeting options to reach specific audience segments. Retargeting can help you reach people who have visited your website but haven’t yet contacted you, keeping your funeral home top of mind. Create custom audiences based on website visitors, email subscribers and social media engagement. Use lookalike audiences to reach people similar to your existing clients, and show ads to people who previously interacted with your website or social media profiles.

Monitor the performance of your social media ads using the analytics tools provided by Facebook and Instagram. Track metrics such as impressions, clicks, conversions and cost per acquisition. Use this data to optimize your campaigns and improve your return on investment. Regularly review your targeting, ad creative and budget allocation to ensure your ads are performing at their best.

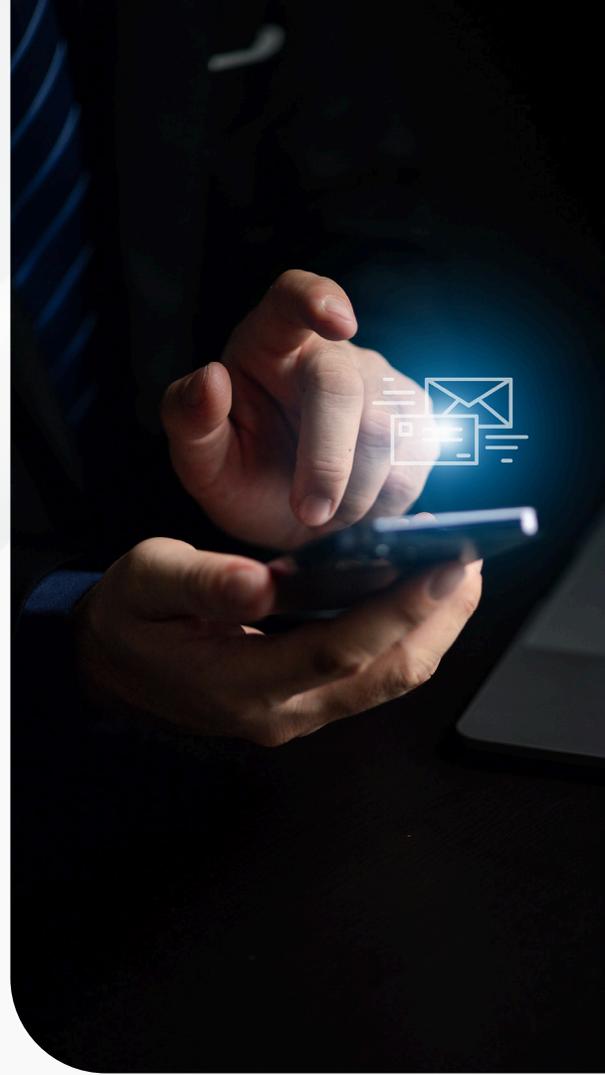
EMAIL MARKETING FOR FUNERAL HOMES

Email marketing is a powerful way to stay connected with your audience. Build and segment your list by offering valuable content in exchange for email addresses and grouping your subscribers based on interests and behaviors. For example, segment your list by those interested in at-need services versus preneed services. Use a variety of lead magnets, such as downloadable guides, checklists and informational webinars, to attract new subscribers.

Your emails should be personalized, relevant and engaging. Use the recipient’s name and tailor content to their interests. Include images and a clean design with a consistent color scheme and professional images. Guide readers to take the next step with clear calls to action, such as “Contact us for more information” or “Download our free guide.” Provide valuable content in your emails, such as tips for funeral planning, information about your services and updates on community events.

Track the performance of your email campaigns by monitoring open rates, click-through rates and conversion rates. Use this data to refine your approach and improve results. Measure how many recipients open your emails, track how many recipients click on links within your emails and measure how many recipients take the desired action, such as contacting you for more information or downloading a guide. Use A/B testing to experiment with different subject lines, content and calls to action to see what resonates best with your audience.

Regularly clean and update your email list to ensure you're reaching engaged and interested recipients. Remove inactive subscribers and update contact information as needed. Segment your list based on engagement levels to tailor your messaging and offers to different audience segments. For example, send more personalized and targeted emails to highly engaged subscribers, while sending re-engagement campaigns to less active subscribers.



ONLINE REPUTATION MANAGEMENT

Positive reviews can significantly enhance your brand's reputation. Encourage satisfied customers to leave reviews by asking for feedback after services are completed. Respond to all reviews, positive and negative, to show you value customer feedback. When responding to negative reviews, address the customer's concerns professionally and offer solutions. Showcase positive reviews on your website and social media to build trust with potential clients.

Negative feedback is inevitable, but how you handle it can make all the difference. Respond promptly and professionally, and use negative feedback as an opportunity to improve your services. Address negative reviews quickly to show you value customer feedback. Keep your responses polite and professional, avoiding getting defensive or argumentative. Provide solutions to address the customer's concerns, showing you're committed to improving your services.

Feature testimonials and case studies on your website and marketing materials. This builds trust and credibility with potential clients. Share stories from satisfied customers who have had positive experiences with your funeral home. Use video testimonials to add a personal touch, as they can be more engaging and impactful than written reviews. Highlight specific examples of how you've helped customers with their funeral planning needs.

Encourage clients to share their experiences on social media and tag your funeral home. This can help spread positive word-of-mouth and increase your online visibility. Monitor social media mentions and respond to comments and messages promptly. Engaging with your audience on social media can help build trust and demonstrate your commitment to providing excellent service.

COLLABORATIONS AND PARTNERSHIPS

Partnering with local businesses and organizations can enhance your community presence and boost your at-need and preneed calls. Consider collaborating with local hospice care providers, nursing homes and senior centers. These partnerships can help you reach individuals planning ahead or who need immediate services. Offer to provide informational sessions or workshops on funeral planning and the benefits of preneed arrangements.

Build relationships with real estate agents and financial planners who can refer clients to your funeral home. These professionals often work with individuals making significant life changes and may be interested in planning for their future needs. Offer to collaborate on events or provide resources they can share with their clients. Consider hosting joint seminars or webinars on topics related to end-of-life planning and financial preparation.

Hosting and sponsoring community events is another effective way to build relationships and increase visibility. Sponsor local events, charity runs or community fairs to show your support for the community and increase your brand awareness. Host open houses at your funeral home to give community members a chance to tour your facilities, meet your staff and learn more about your services. Participate in local volunteer initiatives to demonstrate your commitment to the community and build goodwill.

Engage with local religious organizations and offer to provide support for their congregations. This can include providing grief counseling, hosting memorial services or offering educational seminars on funeral planning. Building strong relationships with these organizations can help increase referrals and strengthen your reputation in the community.

OFFLINE MARKETING STRATEGIES

While digital marketing is essential, don't neglect offline strategies that can also drive results. Direct mail campaigns can be an effective way to reach your local community. Design professional mailers that highlight your services and unique offerings. Include a clear call to action, such as "Call Now for More Information" or "Visit Our Website to Learn More," and provide easy ways for recipients to get in touch. Use targeted mailing lists to reach individuals who are likely to be interested in your services, such as those in specific age groups or geographic areas.

Print advertising in local newspapers and magazines can help you reach a wider audience. Highlight your products and services, feature customer stories and include clear contact information. Use engaging headlines and professional images to capture attention. Consider placing ads in publications popular with your target audience, such as community newsletters or senior living magazines.

Networking and community involvement are also important for building relationships and increasing visibility. Attend local events, join community organizations and actively participate in local activities. This builds relationships and increases visibility. Join local organizations like the Chamber of Commerce or Rotary Club to network with other business owners and community leaders. Participate in local volunteer initiatives and community service projects to demonstrate your commitment to the community and build goodwill.

Consider sponsoring local sports teams, school events or community festivals. This not only increases your visibility but also shows your support for the community. Partner with local businesses to offer joint promotions or host events together. For example, you could collaborate with a local florist to offer special packages for funeral arrangements.

“ Networking and community involvement are also important for building relationships and increasing visibility. ”

TRACKING AND MEASURING SUCCESS

To ensure your marketing efforts are effective, it's important to track and measure your success. Identify the key metrics you need to monitor, such as website traffic, social media engagement, and conversion rates. Use tools like Google Analytics, social media analytics and email marketing platforms to gather data and insights. These tools can help you understand what's working and where you can improve.

Regularly review your performance and make data-driven adjustments to your strategies. For example, if you notice certain types of content perform better on social media, focus on creating more of that content. If your Google Ads campaigns are driving a lot of traffic but not converting into calls, review your ad copy and landing pages to see where you can improve. Use A/B testing to experiment with different elements of your marketing campaigns and find what works best.

Continuous improvement is key to success. Stay up to date with industry trends and continuously look for ways to improve your strategies. Attend industry conferences and webinars, read industry publications and network with other professionals to stay informed about the latest best practices and innovations in funeral home marketing.

Create regular reports to track your progress and share these with your team. This keeps everyone informed and accountable for their part in the marketing strategy. Set up regular meetings to review these reports and discuss any necessary adjustments to your plan. Celebrate your successes and learn from any setbacks to continuously improve your marketing efforts.



CONCLUSION

Congratulations! You've made it through our comprehensive guide on boosting your at-need and preneed calls for 2025. By implementing these branding strategies, you'll be well on your way to building a strong, recognizable brand that sets you apart from the competition.

Recap of Key Strategies

- **Setting Goals and Planning:**
Establish clear objectives and create a detailed marketing plan.
- **Building a Strong Online Presence:**
Create a professional website, optimize for SEO and regularly update your blog.
- **Utilizing Social Media:**
Engage with your audience on the right platforms and share relevant content.
- **Google Business Profile Optimization:**
Ensure your profile is complete and up to date, and regularly post updates.
- **Running Effective Google Ads:**
Set up search network campaigns, write compelling ad copy and monitor performance.
- **Harnessing YouTube Advertising:**
Create engaging videos, target the right audience and track performance.
- **Facebook and Instagram Advertising:**
Use social media ads to drive traffic and increase brand awareness.
- **Email Marketing:**
Build and segment your email list, create engaging campaigns and track performance.
- **Online Reputation Management:**
Encourage positive reviews, handle negative feedback professionally and feature testimonials.
- **Collaborations and Partnerships:**
Partner with local businesses and organizations to enhance community presence.
- **Offline Marketing Strategies:**
Use direct mail campaigns, print advertising and networking to reach a wider audience.
- **Tracking and Measuring Success:**
Monitor key metrics, use data to refine strategies and continuously improve.

Creating a Branding Action Plan

Now it's time to create your branding action plan. Outline the steps you need to take to implement the strategies discussed in this guide. Set clear goals and track your progress to ensure you stay on track.

Final Tips for Growing Your At-Need and Preneed Calls in 2025

Stay Consistent:

Consistency is key to building a strong brand. Ensure your branding efforts are cohesive across all channels.

Engage with Your Community:

Build relationships and stay involved in your local area. Show you care about the community you serve.

Monitor Your Progress:

Regularly review your performance and make data-driven adjustments. Keep refining your strategies to achieve the best results.

By following these strategies, you can build a strong, recognizable brand and increase your at-need and preneed calls in 2025. Good luck, and remember, we're here to help you every step of the way.

Get in Touch with Us

If you have any questions or need further assistance, don't hesitate to reach out. We're here to support you in your branding journey.

- **Phone:** (888) 383-2848
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Thank you for reading, and best of luck with your marketing efforts in 2025!





Online communication makes life much easier because distance means so little when you are connected and able to stay in touch with everyone everywhere

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