

SOCIAL MEDIA

SUCCESS CHECKLIST FOR FUNERAL DIRECTORS



Strategic Objectives Alignment

- ✔ Focus on building brand awareness and community engagement.
- ✔ Use social media to complement other marketing efforts like search engine marketing and website optimization.



Audience Understanding

- ✔ Tailor content to the interests and needs of your audience, primarily targeting those 60 years and older.

Platform Appropriateness

- ✔ Concentrate on platforms known for higher engagement rates with your target demographic, such as Facebook and Instagram.





Profile Optimization

- ✓ Ensure profiles are complete, with consistent branding and clear contact information.

Content Strategy Enhancement

- ✓ Provide valuable "goodwill" content that educates, entertains, and engages your audience without direct selling.
- ✓ Topics can include health, wellness, and community involvement.



Engagement and Community Building

- ✓ Actively engage with comments and messages to foster a sense of community.
- ✓ Highlight your funeral home's involvement in local events and causes.



Performance Tracking and Adjustment

- ✔ Monitor metrics to understand engagement levels and adjust strategies accordingly.

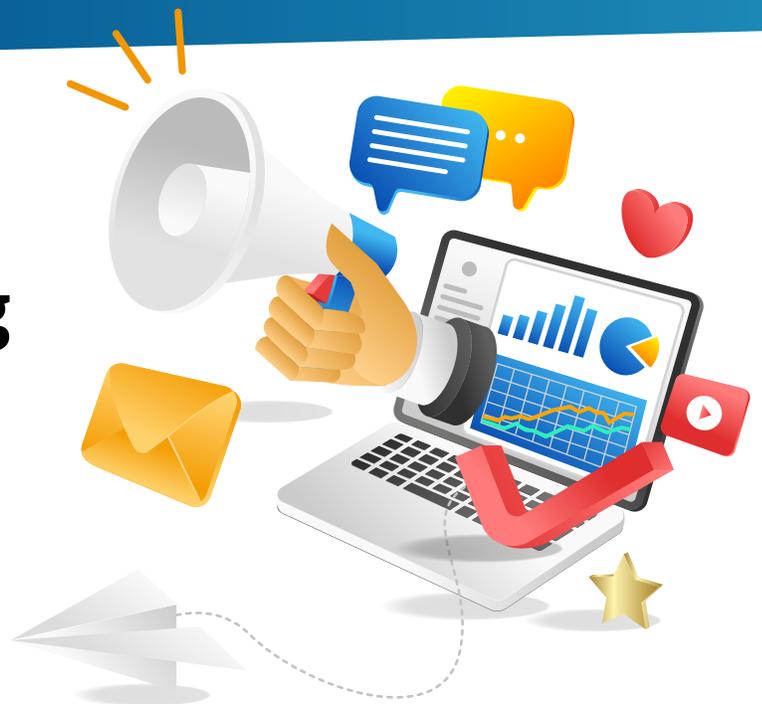


Brand Positioning

- ✔ Use social media to position your funeral home as a trusted, elite provider in your area, indirectly supporting at-need call generation.

Integration with Overall Marketing Strategy

- ✔ Ensure social media efforts are part of a multifaceted marketing approach, including search engine optimization and online reputation management.





Patience and Consistency

- ✓ Understand the indirect impact of social media on at-need calls and maintain a long-term perspective.

Elevate Your Social Media Presence with Expert Support

Interested in taking your social media strategy to the next level? **Contact** Ring Ring Marketing today! Our team specializes in creating tailored social media campaigns that enhance your brand, engage your community, and support your marketing goals. Let's collaborate to make your funeral home the first choice for families in your area while growing and protecting your market share!

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