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Staying Present Through Outreach:

Build Trust Before the Need Arises

A Practical Checklist to Stay Visible,
Build Credibility and Become the
First Choice for Families

Welton Hong

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ABOUT RING RING MARKETING

Ring Ring Marketing is deathcare'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 deathcare. 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.

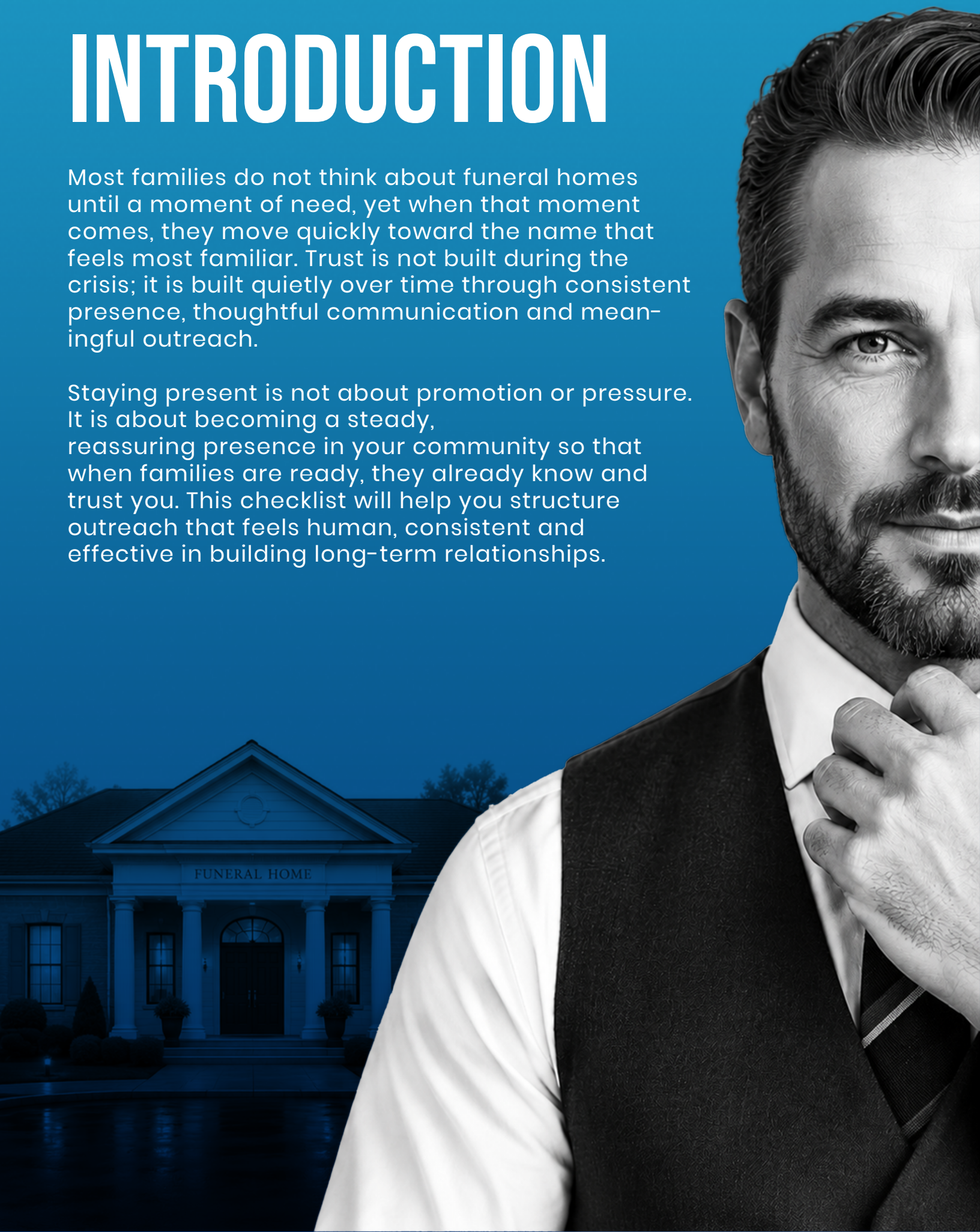
RING RING MARKETING

7318 West Post Road #210
Las Vegas, NV 89113
(888) 383-2848 or (408) 982-6096
info@ringringmarketing.com

INTRODUCTION

Most families do not think about funeral homes until a moment of need, yet when that moment comes, they move quickly toward the name that feels most familiar. Trust is not built during the crisis; it is built quietly over time through consistent presence, thoughtful communication and meaningful outreach.

Staying present is not about promotion or pressure. It is about becoming a steady, reassuring presence in your community so that when families are ready, they already know and trust you. This checklist will help you structure outreach that feels human, consistent and effective in building long-term relationships.





1 BUILD FAMILIARITY THROUGH CONSISTENT PRESENCE

- Show up regularly in your community through outreach and communication.
- Focus on building recognition rather than pushing immediate decisions.
- Use education to reduce fear and uncertainty around funeral planning.
- Maintain visibility over time to strengthen memory and trust.
- Prioritize long-term relationship building over short-term campaigns.

2 ALIGN OUTREACH WITH THE PSYCHOLOGY OF TRUST

- [ ] Deliver consistent, predictable communication to build emotional security.
- [ ] Use a calm, educational tone to reinforce stability and professionalism.
- [ ] Provide value without asking for commitment to build goodwill.
- [ ] Position your funeral home as a trusted advisor through education.
- [ ] Emphasize empathy and reassurance to create emotional safety.





3 CREATE HUMAN-CENTERED, NON-PROMOTIONAL OUTREACH

- Write communication in a conversational, compassionate tone.
- Focus on one clear idea per message to avoid overwhelming families.
- Replace sales messaging with helpful, educational insights.
- Share real stories and experiences to build emotional connection.
- Highlight your team and community involvement to increase relatability.

4 ESTABLISH A CONSISTENT OUTREACH RHYTHM

- [ ] Commit to a predictable schedule such as monthly or quarterly outreach.
- [ ] Align messaging with seasonal events and community moments.
- [ ] Maintain consistent branding and format for recognition.
- [ ] Balance multiple channels without overwhelming your audience.
- [ ] Plan outreach annually to ensure long-term consistency.





5 DELIVER CLEAR AND HELPFUL MESSAGING

- Break complex topics into simple, easy-to-understand steps.
- Use everyday language instead of technical terms.
- Address common concerns before families ask them.
- Be transparent about pricing, flexibility and planning options.
- Offer gentle next steps like guides, consultations or events.

6 INCREASE COMMUNITY VISIBILITY AND ENGAGEMENT

- [ ] Participate in local events, sponsorships and community gatherings.
- [ ] Host open houses or educational seminars in non-crisis settings.
- [ ] Partner with local professionals for workshops and presentations.
- [ ] Support causes that align with your values and mission.
- [ ] Share your community involvement across all communication channels.





7 TRACK MINDSHARE AND LONG-TERM IMPACT

- Monitor direct website traffic as a sign of brand recognition.
- Track branded search volume to measure growing awareness.
- Observe engagement on social media and outreach campaigns.
- Listen for referral language like “we’ve seen you around.”
- Evaluate long-term trends such as call volume and repeat families.

8 CHOOSE THE RIGHT MARKETING PARTNER FOR CONSISTENCY

- [ ] Work with partners who understand deathcare sensitivity and nuance.
- [ ] Prioritize strategic planning over short-term marketing tactics.
- [ ] Ensure consistent communication schedules are in place.
- [ ] Review performance data regularly to guide improvements.
- [ ] Align with a team that values long-term trust over quick results.



CONCLUSION

Staying present through outreach is not about doing more—it is about doing the right things consistently over time. When families repeatedly see your name in helpful, respectful and meaningful ways, you become part of their awareness long before they need your services.

The funeral homes that grow sustainably are those that prioritize familiarity, trust and steady communication. By focusing on presence instead of pressure, you create relationships that naturally lead to calls, consultations and long-term loyalty.





If you want to strengthen your outreach and ensure your funeral home stays consistently visible in your community, now is the time to evaluate your current strategy. Identifying gaps and opportunities can help you build a more structured, effective approach that drives long-term trust.

Call **(888) 383-2848** or email **info@ringringmarketing.com** to schedule your free marketing audit. With the right outreach strategy in place, you can become the familiar, trusted name families turn to first—long before the need arises.



WELTON HONG
FOUNDER & CEO

RING RING MARKETING

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

