Inbound Marketing – The Future of Funeral Home Marketing

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Part 1 – How we got here

The Era of Community: 1900 – 1960
- minimal advertising – church bulletins, phone book
- focus on relationships

The Era of Brand Builders: 1960 – 1990
- growth of advertising – church bulletins, phone book, radio, newspaper ads, television, billboards, brochures
- plagiarism of message - Professional, Honest, Serving Since 1880, etc.
- focus on competing

The Dark Age: 1990 - 2010
- consumer paralysis – 10,000 marketing messages per day
- rapid expansion of advertising followed by contraction
- search for unique message
- focus on survival

The Era of Online Community: 2010 - ….
- minimal advertising – church bulletins, phone book, online advertising
- focus on relationships
- focus on delivering an experience that today's families value

Part 2 – Inbound Marketing Overview

Definition

A series of marketing activities that bring visitors into your sphere of influence, cultivates a relationship, converts visitors into leads, leads into customers and customers into promoters

Resources
- Hubspot.com
- Inbound Marketing – Attract, Engage, and Delight Customers Online by Brian Halligan & Dharmesh Shah, available on Amazon.com

Example - Barak Obama used inbound marketing to win the 2008 & 2012 elections

4 Phases of Inbound Marketing - Attract, Convert, Close, Delight

It's really about....Content, Relationships & Results

Part 3 – Inbound Marketing for Funeral Homes

The key question.....Do you have the ability to delight today's family?

Technology you will need

- A properly configured website
- Blog (Wordpress is free and widely used)
- Facebook
- Google Analytics
- Google Reviews, Yelp Reviews
- Email automation examples - icontact, FuneralDecisions.com/crm

Attract

Create Remarkable Content – i.e., content people will like, share and comment on

Google "Harry Stamps obituary" for a great example

Facebook

- posts, likes, reviews

Blogging

- articles related to topics of interest
- begins a conversation
- be careful where you place your blog

Convert

Create Compelling Offers

- educational material
- checklist
- invitation to a live event

Must have a process

Close (i.e. Arrange)

Families will almost always check you out online before coming in your doors

88% of consumers trust online reviews as much as personal recommendations

only 27% would consider using a business with 2 stars or less

Having creative service packages on your website is a huge advantage

Great example – CarsonAndSon.com

Delight

Plan for

- Personalized experience
- Emotional roller coaster
- Gathering time
- Multi-generational support
- WOW moments
- Ceremony