

# How to Promote Yourself and Your Funeral Home

# P.T. Barnum on Advertising & Promotion

If the circus is coming to town and you paint a sign saying "Circus Coming to the Fairground Saturday," that's **advertising**.

If you put the sign on the back of an elephant and walk it to town, that's promotion. If the elephant walks through the mayor's flower bed, that's **publicity**.

And if you get the mayor to laugh about it, that's **public relations**.

If the town's citizens go to the circus, you show them the many entertainment booths, explain how much fun they'll have spending money at the booths, answer their questions and ultimately, they spend a lot at the circus, that's **sales**.



# How To Use (And Start) A Blog To Promote Yourself And Your Funeral Home





# What to Write About for your Blog

## General Related Topics:

Cremation

Burial

Natural Burial

Funeral Trends:

- Green
- Celebrations

Client Family Benefits for

- Embalming
- Viewing
- Funerals
- Gatherings

Celebrity funerals

Local spin on national topic

Worksheets: 4

## Seniors' Related Topics:

- Seniors Guide
- Estate Planning
- Nursing Homes
- End-of-Life
- 55+
- Elder Care
- Hospice

## Seniors' Interests:

- Comfort Food Recipes
- Digital Photography Tips
- Food Gift Baskets / Scrapbooking / Crafts
- Gardening Tips
- Genealogy
- Motorized Scooters

# How to Write for your Blog

## Article Formats:

4-Mat: Why, What, How, & What If  
P-A-R: Problem, Action, Result (Case Study)  
FAQs: Frequently Asked Questions  
Ask the Director  
The List  
Press Release  
How To's  
Checklists  
Guidelines / Templates  
Interview Format

## Action Plan:

- Upload to Blog / Website
- Submit link on Facebook
- Engage Readers to Comment
- Respond to Comments
- Bookmark with Social Bookmarks

## Tips:

- Write as if you were having a 1-on-1 conversation
- Use their words, not 'funeral lingo'
- 400 - 700 words is a good rule of thumb
- Close with invitation to see more articles
  - [www.YourFuneralChapel.com/articles](http://www.YourFuneralChapel.com/articles)

Worksheets: 4



ANDERSON  
**McQUEEN**  
LOVE. *Life*. LEGACY.  
Funeral Homes • Crematory • Cemetery

► [Contact Us](#) | PHONE [\(727\) 822-2059](tel:(727)822-2059)

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## Blog

Search

GO

### Categories

- Cemetery
- Events
- Grief Support
- History
- In The Community

## The Role of the Medical Examiner with Bill Pellan

Tuesday, June 3rd, 2014



Podcast: [Play in new window](#) | [Download](#)

In this episode John McQueen interviews Bill Pellan of the District 6 Medical Examiner's office.

### Transcript:

**John McQueen:** Welcome to Anderson-McQueen's radio show, "Undertakings." I'm John McQueen, President and Owner of Anderson-McQueen Funeral Homes. On this show, we undertake those subjects that you want to know about.

Remember, if there is a specific topic you would like us to talk about or if you have questions you would us to ask one of our upcoming guests, please email them to [radio@andersonmcqueen.com](mailto:radio@andersonmcqueen.com). We always do our best



Use Press Releases To Get Free  
Publicity

# 4 Press Releases a Year Strategy

## Press Release Ideas

New service offerings  
Staff celebrations: new hire, anniversaries  
Community events  
New additions or locations  
New technologies

## Process:

- Write Press Release in 3 person
- Position focus on how the “new” item helps client families
- Consider PRWeb (\$250)
- Send to local and funeral media

# Getting Started With Social Media: Where To Be And What To Do

Worksheets: 5

Legend: ● Available ● Unavailable ● Error ● Invalid

## Domains

[+ View All 28](#)

Click **available** domains to purchase  
Click **unavailable** domains to make an offer

Like Namechk? Donate Bitcoin

|  |       |      |        |
|--|-------|------|--------|
|  | .net  | .org | .me    |
|  | .co   | .tv  | .ninja |
|  | .sexy | .xyz | .io    |

## Aliases

Sort By: Rank

[Download Results \(CSV\)](#)

|           |         |            |
|-----------|---------|------------|
| Facebook  | YouTube | Twitter    |
| Instagram | Blogger | GooglePlus |
| Twitch    | Ebay    | Pinterest  |

Worksheets: 6

# Social Media Strategy



Daily: Pleasantries

Weekly: Content

Initial: Build Network

Initial: Viral Setup

Initial: Automation



7:11 PM

[Print This Obituary](#)



FILED UNDER: OBITUARIES | MULLOUGHBY HILLS

### Condolence Messages

Sarah Jones :

September 9, 2013 at 8:27 am

Dear Pringle Family,  
I am so sorry for your loss, please accept my sincere condolences at this time. Something that I have found to be a great source of comfort are the thoughts expressed in the Bible at John 5:28,29 where we see that there is going to be a resurrection of those who have fallen asleep in death. Also at Revelation 21:4 we see that God is going to eliminate all of the causes for why we deal with sorrow, pain and even death itself. It is my sincere hope that these thoughts bring your family comfort at this time. Once again I am so sorry for your loss.

[Reply](#)

Jerry McFadden :

September 9, 2013 at 1:28 pm

Dear Claudia

Sorry to hear about the lost of Gary.  
Hope everything else with you and your family is fine.

[Reply](#)

Mike Beers :

September 9, 2013 at 3:05 pm

Claudia,

I was very sadden to hear of the death of your husband. I am so very sorry for your loss. You have my sympathies. ☹️

Mike

[Reply](#)

Connie Campbell :

September 9, 2013 at 3:22 pm

Dear Claudia & family.

friend. This is particularly helpful to someone who may live out of town.

SHARE THIS OBITUARY

Your Name\*

Your Email\*

Their Name\*

Their Email\*

Message

Gary Pringle

[SUBMIT](#)

DOUG MANNING GRIEF VIDEOS



We invite you to watch the Doug Manning Grief Video Series. To access the videos, [click this link.](#)

QR CODE FOR THIS OBITUARY

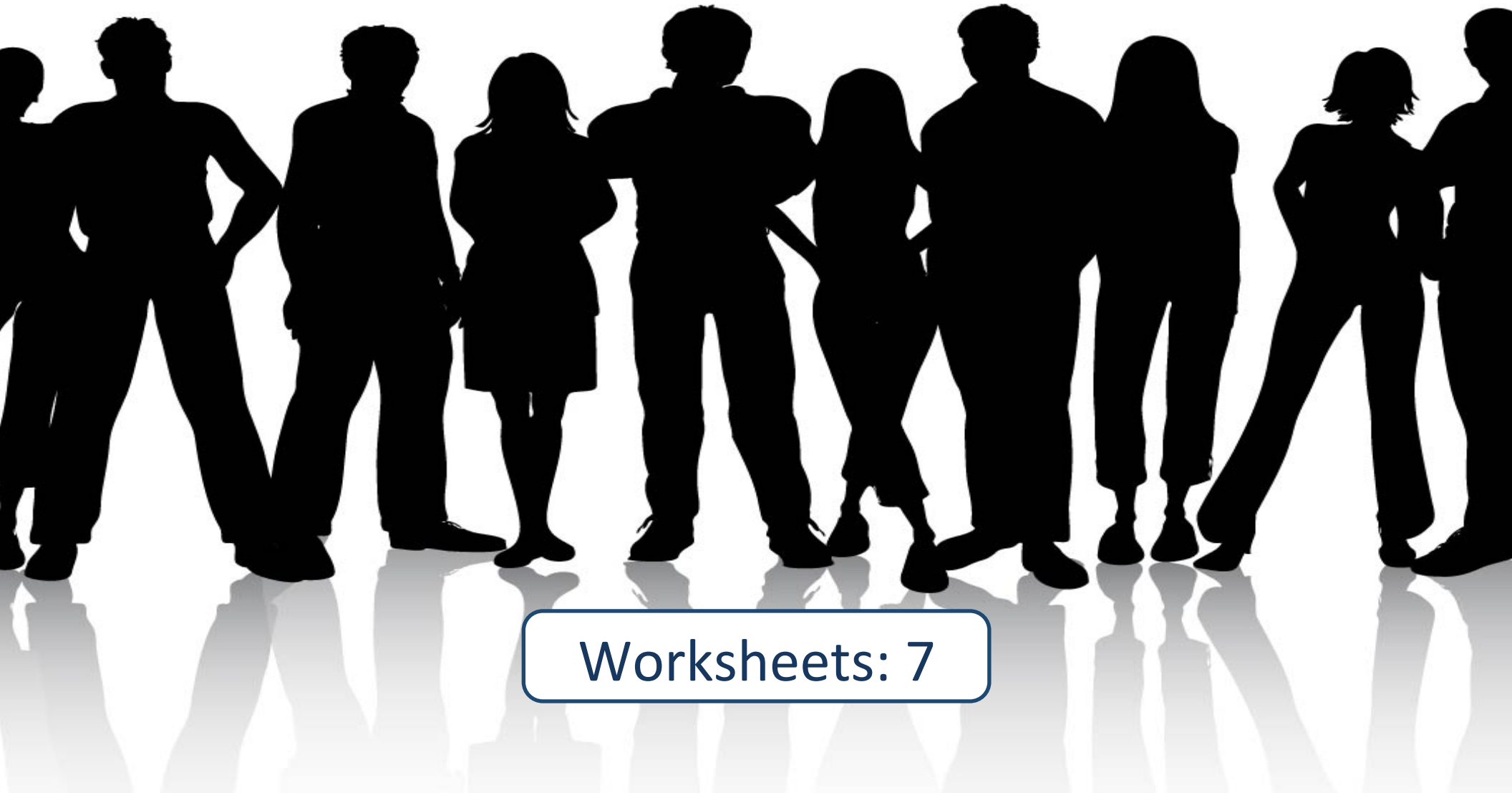
Use your phone to scan the QR Code below to access this page on your phone.



# Viral Ready

- Share this obituary
- Social sharing icons
- QR code
- Email notification
- RSS Feed

# Build Your Network



Worksheets: 7

# Hepp's 4 Quarter Strategy

25%: Personal Updates

25%: Liking, Commenting on Others

25%: Disseminating Useful Info

25%: Indirect Business Promotions

# 2 Short Emails That Double Website Traffic And Increase Online Floral Sales

# Subject: Obituary for [Full Name]

Dear [Family Member],

We have uploaded your [Dad]'s obituary notice to our website at  
<http://www.YourFuneralChapel.com/john-doe>

Feel free to forward this link to friends and family as we have found that it is an easy way to let a lot of people know about services times - especially on such short notice. Let me know if you need help with anything else.

Sincerely,  
[Funeral Director]



# Subject: Obituary for [Full Name]

Dear [Church / Group Name],

We are sorry to advise you that your member, [Deceased's Name] has passed away (or died) and his / her family has asked us to let you and your membership know of [Mr / Mrs / Miss / Ms / Mx / Mait Name]'s upcoming funeral service.

The complete obituary and service details can be found on our website at:

<http://www.YourFuneralChapel.com/john-doe>

We are free to forward this email and link to your membership as we have found that it is a good way to let a lot of people know about services times - especially on such short notice. Please let me know if you have questions or need help with anything else.

Sincerely,  
[Funeral Director]

Not On Facebook, No Problem

- Facebook Will Send You The Most Traffic If You Do This...

# If You Hate Social Media...



You don't need any Social Network accounts, you just have to do this...



# How to add Obit to Facebook

There are 5 simple steps to add an Obituary Link to Facebook:

Go to the page where the obituary is for your loved one or friend

Copy the web page URL (address) from the Address Bar in the top of the Browser

- Select the address and then Copy it “Ctrl + C”
- This is an example of what the Address looks like:
- <http://www.YourFuneralChapel.com/john-doe>

Log into Facebook

Paste the link into the Update Status area where it says, “What’s on your mind?”

Select the appropriate picture, add a comment (optional), tag people (optional) and click “Post”

## SHARE OBITUARY ON FACEBOOK



Click play on the video above to watch the demonstration or follow the step-by-step instructions below. There are 5 simple steps to add an Obituary Link to Facebook:

1. Click on the obituary that you want to post to Facebook
2. Copy the web page URL (address) from the address bar in the top of the browser
  - \* Select the address and then copy it "Ctrl + C"
  - \* This is an example of what the address looks like:  
\* <http://www.classiccremation.ca/joe-doe>
3. Log into Facebook
4. Paste the link into the Update Status area where it says, "What's on your mind?"
5. Select the appropriate picture, add a comment (optional), tag people (optional) and click "Post"

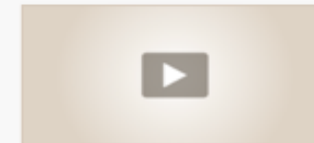
Search this website ...



### FAQ'S

Frequently Asked Questions  
You'll find the answers to some of the most common questions relating to [Read More »](#)

### VIDEOS



### TESTIMONIALS

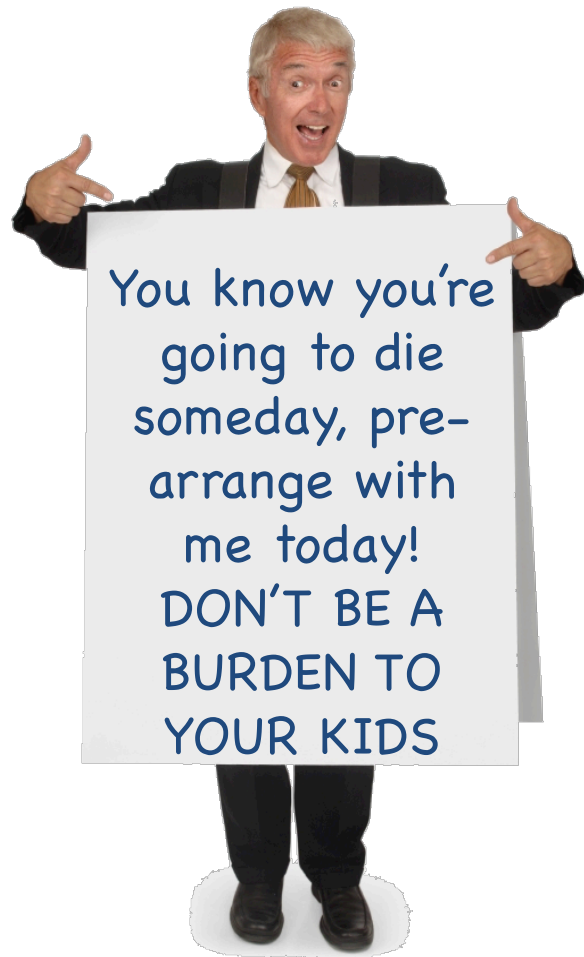
**"THANKS FOR MAKING  
THIS LAST STEP LESS  
STRESSFUL."**

"I found Classic Cremation online when searching Google for an urn. As many unfortunately figure

[More Testimonials...](#)

# Facebook Pages And Profiles - Which One To Use When

# Facebook: Profiles vs. Pages



# Facebook: Profiles vs. Pages

## Profiles

- Build network (friends)
- Well wishes and congratulations
- Share personal / family photos, events
- Occasionally share business information via PAGE

## Pages

- Build network (likes)
- Post business photos
- Post company events
- Share business related stories
- Use Facebook Ads to get leads (preneed)

# How To Get Positive Online Reviews (And Prevent Negative Ones)



DEJOHN FUNERAL HOMES  
& CREMATORY  
DEJOHN-FLYNN-MYLOTT • ZEVRNIK-COSIC • MULLALLY

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[Bereavement](#)

[Resources](#)

[If a Death Has Occurred](#)

## Share Feedback

We want to hear from you. Please tell us about your DeJohn Funeral Homes experience.

Did you have a good experience?

[I had a GOOD experience](#)

Did you have a bad experience?

[I had a BAD experience](#)

# How To Foster Positive Reviews

Register / claim listings for review sites

Create webpage to solicit reviews

Have your after care staff screen families and select favorable families that seem to be somewhat tech savvy

Direct people either to the website page or give them the card (especially people with Gmail accounts)

Do the same process if you receive a nice Thank You card

Worksheets: 8



# You Get a Negative Online Review

Investigate the complaint

Create an online account if you don't have one already

The Olive Branch response

Request website to remove negative review if not responded to

# Leveraging The Power Of Online Video For Your Funeral Home

# Why is Video so Powerful...

- Best rapport building modality
- Video in Google's organic results
- YouTube 2nd most popular search engine
- Funeral Home ideas...
- Create welcome videos
- FAQ & QSA videos
- Take advantage of Tribute Videos

# Create, Record & Post in 10 mins



The screenshot shows a video player interface. The video content features a green background with a header for "Heath & Vaughn Funeral Home" and the tagline "Professional Care Giving for the Bereaved". The main text in the video reads: "Cremation Costs Made Simple", "Cremation costs can be very confusing so that is why we created for you our...", followed by two bullet points: "✓Cremation Costs Calculator" and "✓No Hidden Fee Guarantee". At the bottom of the video frame, the URL "www.HeathAndVaughn.com/cremation.html" is displayed. The video player controls at the bottom include a play/pause button, a progress bar, a time display showing "00:00 / 01:47", a volume control, and a full-screen button.

**Heath & Vaughn**  
Funeral Home  
*Professional Care Giving for the Bereaved*

## Cremation Costs Made Simple

Cremation costs can be very confusing so that is why we created for you our...

- ✓Cremation Costs Calculator
- ✓No Hidden Fee Guarantee

[www.HeathAndVaughn.com/cremation.html](http://www.HeathAndVaughn.com/cremation.html)

00:00 / 01:47

# The Results...

Google

champaign il cremation costs

About 109,000 results (0.38 seconds)

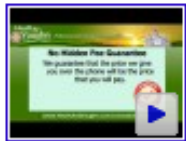
Advanced search

## Champaign IL Cremation Costs



1 min - 25 May 2011 - Uploaded by funeralfuturist  
www.HeathAndVaughn.com Heath & Vaughn of Champaign Illi  
present Cremation Costs Made Simple Cremation costs can be  
...  
[www.youtube.com/watch?v=FlvhZluenqg](http://www.youtube.com/watch?v=FlvhZluenqg)

## Cremation Costs in Champaign IL



1 min - 25 May 2011  
www.HeathAndVaughn.com Heath & Vaughn of Champaign Illinc  
present Cremation Costs Made Simple Cremation costs can be ve  
...  
[www.dailymotion.com/.../xiwql4\\_cremation-costs-in-champaign-il\\_webc...](http://www.dailymotion.com/.../xiwql4_cremation-costs-in-champaign-il_webc...)

More videos for [champaign il cremation costs](#) »

## Cremation Directory of Illinois

Listings 1 - 11 of 11 ... Cremation Directory of Illinois, Find or Locate Cremation, cremation, ... Cerro Gordo, Chadwick, Chambersburg, Champaign, Chandlerville ... [illinois.uscity.net/Cremation/](http://illinois.uscity.net/Cremation/) - Cached - Similar

## Cremation Champaign IL - Champaign IL, cremation, Champaign IL ...

Cremation Champaign IL. When planning funeral services it's always a good idea to consider all options including cremation. Cremation is more cost-effective ... [local.funeralwise.com/Cremation\\_Champaign\\_IL-r1335869-Champaign\\_IL.html](http://local.funeralwise.com/Cremation_Champaign_IL-r1335869-Champaign_IL.html) - Cached

Google

champaign il cremation costs


About 20,000 results (0.50 seconds)

5 years later

Cremation & Funeral Serv - Bistatecremation.com  
**Ad** [www.bistatecremation.com/](http://www.bistatecremation.com/) ▾  
\$795.00 Direct Cremation \$3,195.00 Complete Funeral Service  
Pre Need Planning Avail. · \$2,695 Funeral Service

Cremation at No Cost - Donate Body to Medical Research  
**Ad** [www.lifelegacy.org/illinois](http://www.lifelegacy.org/illinois) ▾ (888) 774-4438  
Accredited, Non-Profit, Local.  
[How to Donate Your Body](#) · [Request More Information](#) · [Donation](#)

Champaign, IL Cremation Services | Affordable  
[www.heritagecremationprovider.com/cremation-services-c](http://www.heritagecremationprovider.com/cremation-services-c)  
Heritage Cremation Provider in Champaign, IL strives to make our  
cremation services as memorable and dignified as possible with

Champaign IL Cremation Costs | What is the cost  
 <https://www.youtube.com/watch?v=FlvhZluenqg>  
May 25, 2011 - Uploaded by FuneralFuturist  
HeathAndVaughn.com/cremation.html/ Heath  
Champaign Illinois present Cremation C

Cremation - Heath and Vaughn Funeral Home  
[www.heathandvaughn.com/cremation.html](http://www.heathandvaughn.com/cremation.html) ▾  
Heath and Vaughn Funeral Home - Champaign IL ... The State of  
hours must pass prior to cremation since ... to support the sched  
services, shipment, spreading of cremated remains, or scattering

# Online Video Marketing Fast Start

Create YouTube account

Get Snagit by TechSmith <http://snagit.com> (only \$49.95)

Complete “Online Video Strategies Worksheet”

Download PPT Template, Choose Design & Edit for your Funeral Home

Download Script & Edit for your Funeral Home

Record “Funeral Costs” video with Snagit

Upload Video to YouTube (from Snagit)

In YouTube edit Title, Description, Tags, set Location

Email YouTube link to 5 friends and ask them that they watch it to the end  
(comments, likes a bonus)

Repeat steps 3 – 9 for “Cremation Costs” video

Worksheets: 9

# Videos that Help Win Calls

## Plan / Script 5 Videos

- [City] Funeral Costs
- [City] Cremation Costs
- [City] Funeral Homes
- [City] Funeral Cremation
- [City] Cremation Services

## Record Videos

- Screen Capture
- Talking Head

## Edit For Web

- Web Friendly Format
- Title file with Keywords

- Upload Video

- Follow Worksheet
- YouTube first (primary)

- Promote Video

- Have 5 friends view entire video (rate & comment)
- Embed in Website
- Promote with Facebook / Twitter
- Tag it with Social Bookmarking Sites
- Link to YouTube URL from other sites if possible

Worksheets: 10

# Put Your Tribute Videos to Work



tom hepell

Upload



0:13 / 5:44

Settings Full Screen

Tom Hepell | Funeral Service Videos



FuneralFuturist.com

✓ Subscribed 347

3,380 views

 Add to

 Share

 Hootlet

 More

 4

 0

next



8:57

Victoria The Sunshine City - a tourism promotion film from 1936

BC History

8,327 views

Autoplay 



Why Having Staff Bios On Your  
Website Can Increase Average  
Funeral Values



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## About Us



Nashville Cremation Center is owned by Jeff and Steve Murphy. The Murphy brothers are from the small west Tennessee town of Milan. Both are graduates of John A. Gupton College and both are licensed funeral directors and embalmers.

### Jeff Murphy



Jeff Murphy started his career in funeral service in 1983 when he began working for the funeral home in his hometown after school and in the summer months. After graduating from John A. Gupton College with a degree in mortuary science in 1986, he successfully passed the National Board Exam and was granted his license to practice embalming and funeral directing. Jeff worked in several funeral homes in the Nashville area gaining valuable experience and making lifelong connections with the families he served. In 2006, Jeff joined his brother, and together they have built a very successful mortuary service that specializes in serving other funeral homes.

SEARCH THIS WEBSITE...



### ASK THE CREMATION EXPERT

Name\*



Enter Email

Confirm Email

Question\*

Primary information

Employment information

Background information

Professional Photo

Worksheets: 16

| Staff Bio Worksheet   |                         |
|---|-------------------------|
| <p>This worksheet will help you to gather information to complete the Directory. Have all full and part time (especially ones who will be with the public &amp; clergy) staff members complete this document. distributing to staff, remove any criteria that you deem unnecessary/undesired.</p> |                         |
| Primary Staff Member Information  |                         |
| Full Name:  | Designations / Degrees: |
| Position:   | Licensing Status:       |
| Email:  | Office Phone:           |
| Direct Phone:   | Cell Phone:             |
| Employment Information  |                         |
| Year Started in Funeral Service:  | Year Started with Firm: |
| Funeral Training (school / program):  |                         |
| Previous Employment (if appropriate):   |                         |
| Background Information  |                         |
| City Born:  | City Raised:            |
| Additional info:  |                         |
| Hobbies:  |                         |
| Community Involvement:  |                         |
| Family Activities:  |                         |
| Other information:  |                         |
| Completed Biography   |                         |
|   |                         |

How To Rank Higher In Google

# ust reply to one of these emails..

## 1st page on google

Jenifer <jenifer.seomanager9@gmail.com>  
To: robin@funeralfuturist.com

Hi,

Greetings for the day!

If you are interested, we want to increase the number of visitors to your Website, it is very important that you have a top search engine position.

Please let us know your Website name with your requirement/Contact details.

### Our Expertise:-

- Complete Website Analysis
- Render High-quality Website Traffic
- Improve Website Conversion
- Improve Web Page Prominence
- Amplify Your Brand Awareness
- High ROI With Long-term Impact
- Improve Website Ranking
- PPC Campaign
- Reputation Management
- Competitor Analysis
- SEO Consultation

We also provide Web Design and Development, Mobile Apps Services.

Please do let me know if you have any questions. Waiting for your reply!

I would really appreciate if you could share your Phone No/Skype ID to make our discussions more easier.

**Best Regards,**

Jenifer

**Marketing Manager**





# 6 Pillars of SEO for FHs



# 6 Pillars of SEO for FHs

Website structure

Number of indexed pages + new pages

Citations and reviews

Back links

Traffic, engagement & "social signals"

Page Load Speed & Mobile Friendliness

## Local SEO Check-up Report for Your Funeral Chapel

### About your Local SEO Report

This report examines the key SEO factors which affect your ability to rank high up in search engines (e.g. Google). We review each factor and then display the findings in a set of easy-to-read tables. The report is divided into 6 sections and each section has a clear explanation of these SEO factors.

### Report Objective

The aim of this report is to pinpoint the SEO issues that your business faces and to explain the actions that you need to take to improve your SEO. By taking the right steps to improve your SEO you will greatly improve your search engine 'ranking' and thus your ability to be found by more local customers.\*

### Competitor Benchmark

As well as reviewing the state of your SEO, this report also provides a snapshot competitor report so you can compare your situation to your main 'search' competitors. These businesses may not be who you consider to be your competitors but Google does! If you want to appear above them in search results then you need better SEO than them.

### Explanation & Advice

Throughout this report we provide a simple explanation of what SEO factor we're analysing and why it's important. We also tell you what you should be trying to achieve in order to improve your SEO score.

### Summary Analysis of your Local SEO Results

This table provides a quick-glance view of the overall state of your SEO. We have condensed the findings of each section into a simple summary score. We do this using a smart little algorithm which has been uniquely created for this report.

|                               |                       |
|-------------------------------|-----------------------|
| Off-Site SEO Score            | Good                  |
| On-Site Local SEO Score       | OK                    |
| Search Ranking Avg. (organic) | 8 (from 11 result(s)) |
| Local Search Ranking Avg.     | 3 (from 10 result(s)) |
| Local Search Ranking Score    | Poor                  |
| Google+ Local Listing Score   | Poor                  |
| Local Directory Listing Score | Poor                  |

|                               |                       |
|-------------------------------|-----------------------|
| Search Ranking Avg. (organic) | 8 (from 11 result(s)) |
| Local Search Ranking Avg.     | 3 (from 10 result(s)) |
| Local Search Ranking Score    | Poor                  |
| Google+ Local Listing Score   | Poor                  |
| Local Directory Listing Score | Poor                  |