

Relevance Equals Revenue:

Proven Techniques for Building Lasting Relationships with Funeral Clients

Welton Hong

Ring Ring Marketing

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Dream 100

- Database: Dream 100 List
- Online
 - Social Media
 - Manually connect with them on social media
 - FB Ads (Upload Dream 100 List)
 - Email Marketing
- Offline
 - Direct Mails, Telemarketing, Door Knocking, Conventions

- **Dream 100 List**
 - Funeral home owners
 - Influencers
 - Joint Ventures
 - Association
- **Gather information**
 - Contact Person (Decision maker)
 - Title
 - Phone number, email, mailing address
 - Social media handles (Facebook, LinkedIn, etc)

Social Media Marketing

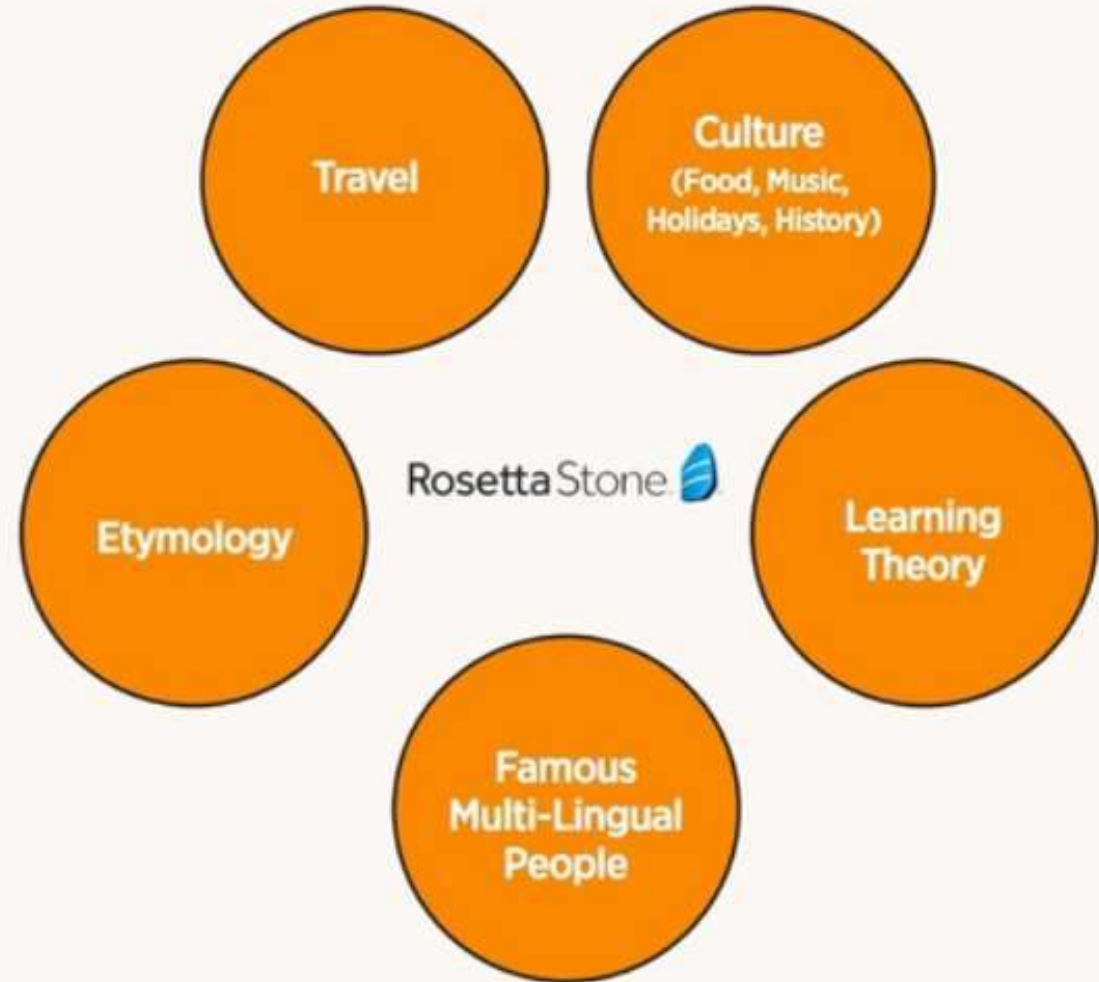


Defined



1. Manually search and connect with Dream 100 on social media
 - **LinkedIn, Facebook**, Instagram, Twitter
2. Cultivate relationship
 - Like & Share & Comment on their posts (engagement)
 - Content Marketing
3. Direct Messaging

SOCIAL MEDIA
Topic Map



Rosetta Stone
@RosettaStone

Home
About
Posts
Videos
Photos
Instagram
Events
Pinterest
Poll
Notes
Chinese New Year
Community
Info and Ads
[Create a Page](#)

Ask the locals in their language.

Like Follow Share ...

[Sign Up](#) [Send Message](#)

Create Post

Write a post...

Photo/Video Tag Friends Check in ...

Posts

Rosetta Stone
23 hrs · 🌐

"This is Kaysersberg, a charming village in Alsace, France. There are many activities you can do there: wine tasting, grape harvesting, visiting the typical Christmas Markets, tasting the exquisite local cuisine, and practicing French!" 📷 🗣️ Nereide Medea - Visuals

Share your latest #RosettaSessions spot with us (local or abroad) for a chance to be featured on our page.

Product/Service

Community [See All](#)

- 👤 Invite your friends to like this Page
- 👍 2,720,478 people like this
- 📡 2,635,314 people follow this
- 👤 Raphaelle Tamura likes this

About [See All](#)

- 💬 Typically replies within a day [Send Message](#)
- 🌐 www.rosettastone.com
- 📁 Product/Service
- ✍️ Suggest Edits

Pages Liked by This Page >

Rosetta Stone 23 hrs · 🌐

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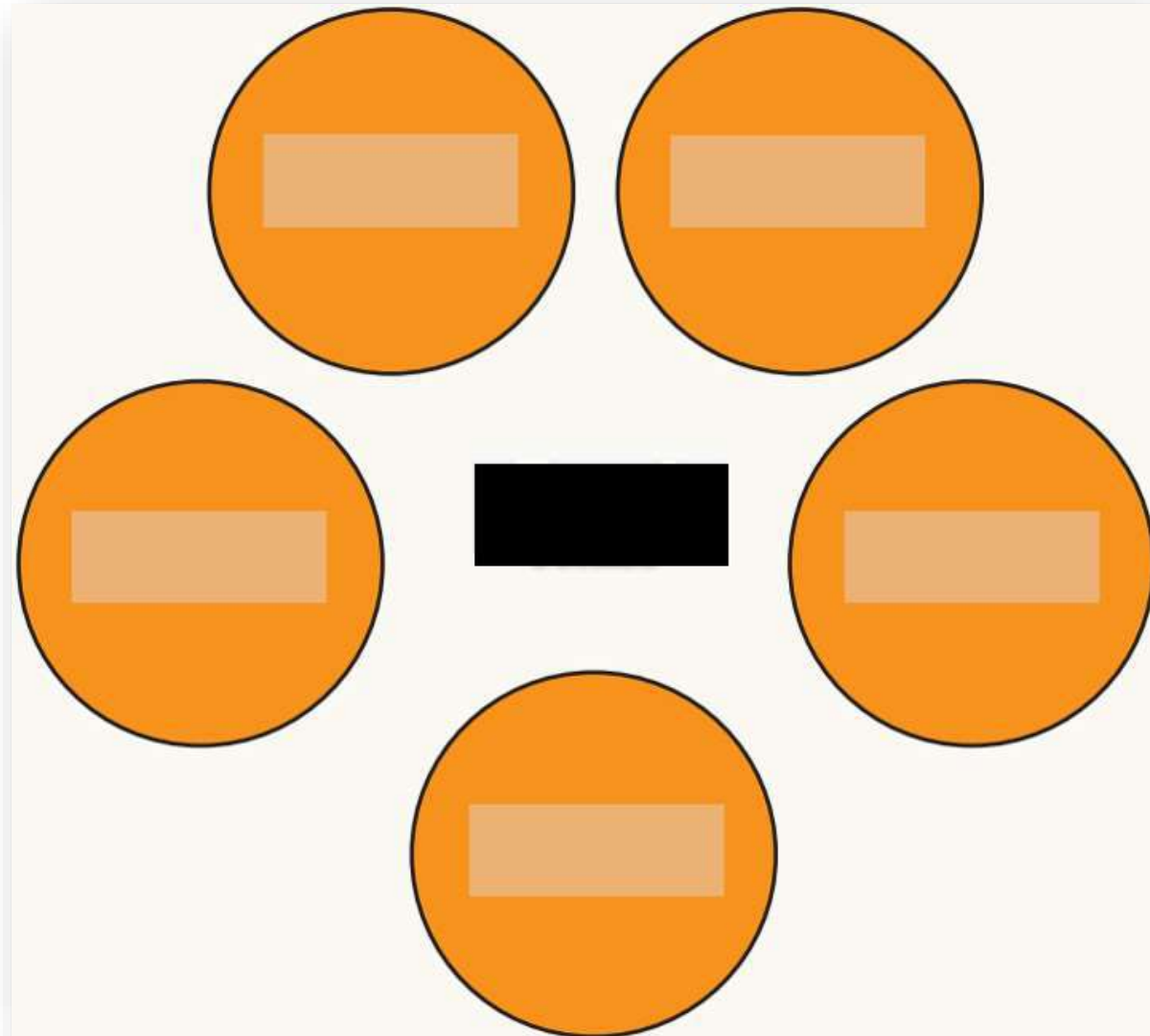
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SOCIAL MEDIA
Topic Map



SOCIAL MEDIA

Topic Map



- Platforms

- Facebook (Personal)
- Facebook (Public Figure Page)
- LinkedIn
- Instagram
- Twitter

- Cross Posting

 **Welton Hong** is at Live Casino & Hotel Maryland. December 2, 2021 · Hanover, MD · 🧑🏻‍🦱

If your funeral home already has a strong presence on Google, what's the next step? In most cases, it's time to brand your firm as the "go-to" funeral home in your area. You want to be the first name that comes to mind for funeral service: the "household name" in your town. Some business owners worry about branding because they think it can be expensive without an immediate correlation to revenue. In reality, two very effective online branding methods cost virtually nothing, ... See more



- Monday – Social Media Posting (Blog Entry)
- Tuesday – Social Media Posting (Video)
- Wednesday – Social Media Posting (Video)
- Thursday – Social Media Posting (Video)
- Friday – Social Media Posting (Published Article)
- Saturday/Sunday - Social Media Posting (Hobby)

Facebook Ads



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Want to serve more families? We can help! In our FREE book, we've outlined how to harness the power of digital marketing to:

- 👉 Get in front of more families 🏠
- 👉 Generate more inquiries
- 👉 Grow at-need and preneed business

Tap [LEARN MORE] to request a FREE copy today.



FORM ON FACEBOOK
For Cemetery Operators [✓ Learn more](#)
Grow at-need & preneed business.

👍 8 1 Share

👍 Like 💬 Comment ➦ Share

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Approved Agency

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Like Comment Share



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Where should we send your FREE book?

Cemetery Website (www.cemetery.com)

Your name

Email

US+1 Phone number

Home address

City

State

US ZIP code

Next



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By clicking Submit, you agree to send your info to Ring Ring Marketing who agrees to use it according to their privacy policy. Facebook will also use it before it is our Data Policy, including to serve ads. See Facebook Data Policy, Privacy Policy

Submit



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Look out for a shipping notification at the email address you provided.

View website





Email Marketing

Profit Tips for Busy Funeral Directors #105



Welton Hong <welton@ringringmarketing.com>

To ● Welton Hong



If there are problems with how this message is displayed, click here to view it in a web browser.

Click here to download pictures. To help protect your privacy, Outlook prevented automatic download of some pictures in this message.

Hi Welton,

Want some tips on marketing your funeral home but don't have a lot of time? Simply click the links below for short videos—none more than a few minutes—on each of the listed subjects. I'm recording new videos all the time, so look for another batch next weekend.

[How You Should Plan for 2022](#)

Even though it's only October, we've already started the planning process with many of our larger clients for the coming year. Now really is the best time to start making those marketing plans for 2022. In my latest video, I give you a peek behind the curtain to show you what that process looks like and what we like analyze. A quick preview: It all starts with a gap analysis.

[Should You Run TV Ads Today?](#)

A client reached out to me recently—while planning for 2022—to ask whether they should continue running TV ads. TV ads, of course, are quite expensive, so is it even worth running these ads in the age of the internet? You might be surprised by my answer: Yes, if you can afford it. I explain why TV ads are worth the investment in my latest video.

[Don't Discount Facebook's Ability to Build Top-of-Mind Awareness](#)

While Facebook ads can generate leads who are ready to buy today, the numbers tell us that's usually a small percentage. For the rest, it's important to remember that it's not that these leads are not interested in your product or service, it's just that they're not interested in buying it NOW. In my latest video, I explain what you can do to build that top-of-mind awareness so these leads will convert down the road.

[3 Funeral Home Marketing Blog Post Types and When to Use Them](#)

All blog posts are not created equal. Discover three types of blog posts you can use in funeral home marketing and when they might work well.

Regards,

-Welton

P.S. Whenever you're ready... here are ways I can help you grow your funeral home calls:

1. Follow me on social media to learn more how to increase your call volume.

Linkedin: <https://www.linkedin.com/in/welton-hong/>

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Facebook: <https://www.facebook.com/weltonhongringringmarketing/>

Instagram: <https://www.instagram.com/welton.hong/>

Twitter: <https://twitter.com/weltonhong>

Youtube: <https://www.youtube.com/weltonhong>

2. Receive A FREE Report To Discover If Your Marketing Agency Is Throwing Your Money Away.

Is your current marketing plan performing like it should, or is your marketing agency throwing your money away? — [Receive a FREE Report.](#)

3. Jump on a strategy call

Schedule a 10-minute strategy session with us to see if we can increase your at-need calls — [Click Here](#)

Subject : John

Body of Email: Do you have the capacity to handle more at-need calls?

- Step 1: Compile Dream 100 List
- Step 2: Manually add them to your social media accounts
- Step 3: Engage with them on social media (Like/Comment/Share)
- Step 4: Publish content (video / images / texts)
- Step 5: Run FB Ads
- Step 6: Email newsletter

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