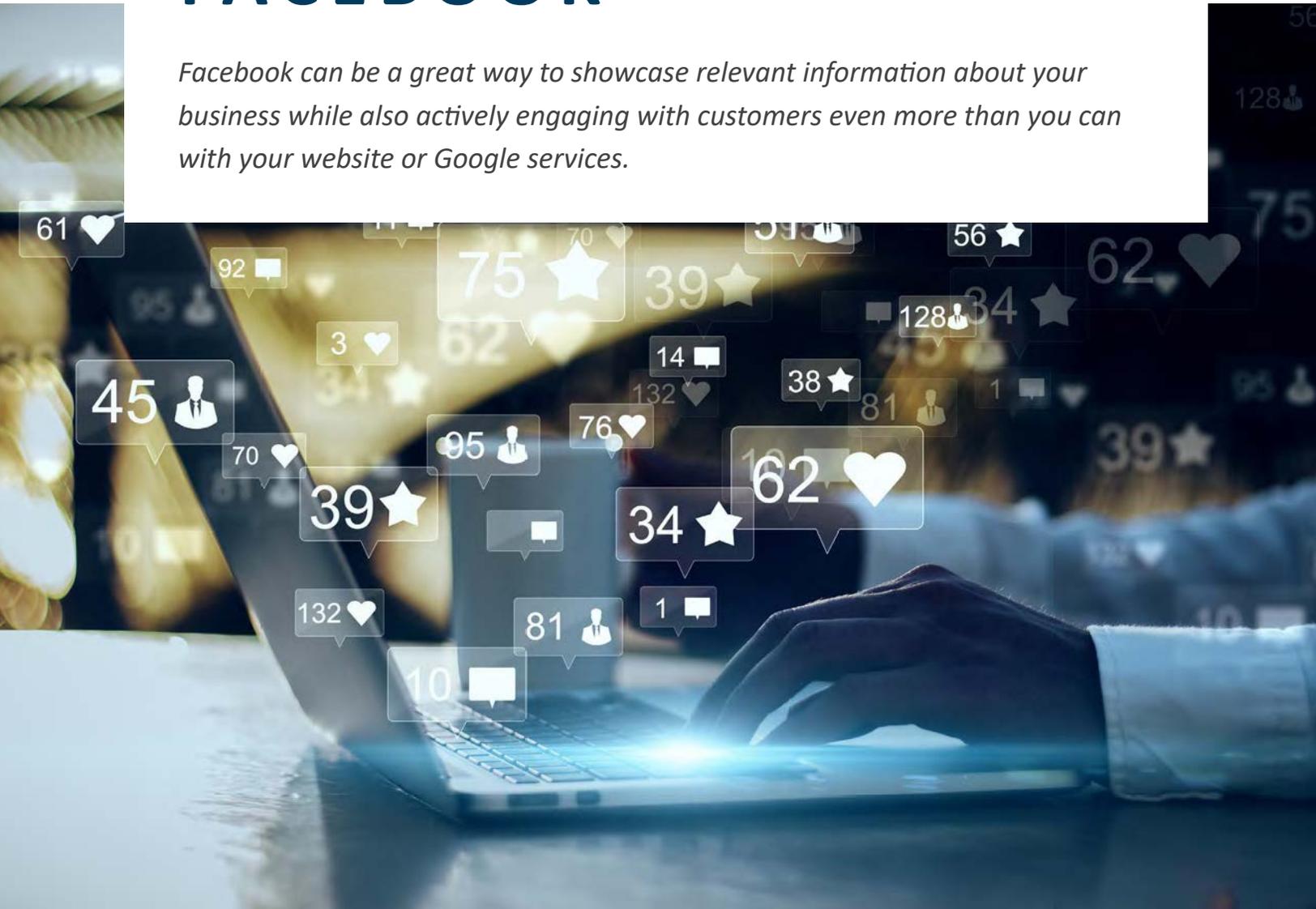


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FACEBOOK

Facebook can be a great way to showcase relevant information about your business while also actively engaging with customers even more than you can with your website or Google services.





One of the best ways to connect with families online is through Facebook. In fact, [the fastest-growing age group for Facebook users](#) are those ages 65 and older. Facebook is a place where people not only connect with friends and family, but also find news and entertainment and connect with businesses. Facebook can be a great way to showcase relevant information about your business while also actively engaging with customers even more than you can with your website or Google services. You can post, request feedback, comment, like and share other posts related to your business, and have conversations with people in your community and beyond. Plus, you can reach an even wider audience through Facebook's robust paid advertising services.

BUSINESS INFORMATION

When you first set up your business Facebook page, make sure your business information is accurate and up to date with the right address, phone number, hours of operation, services, and website. You can even put a blog-like description of what differentiates your business in the "Our Story" section. Put your logo on the profile picture to keep your brand name clear (not a picture of the funeral directors). You can, however, put a picture of the funeral directors on the cover photo if you choose to do so. The cover photo is a place to be creative – we often see funeral homes showcase videos with overhead drone footage of their facilities, slideshows with pictures of their facilities, or even images of local landmarks to show their community roots.

Think of Facebook as a place to give your marketing a more personal touch. If you're already using Facebook for obituaries, you may notice that obituaries get lots of shares and comments from people. Facebook makes it easy for people to interact.

ORGANIC VS. PAID REACH

Once you have your page set up, it's time to start posting! Generally, posts show up on the newsfeeds of about 10-20% of people who have liked your page. The more engagement a post receives, the more it will be shown to people in your audience. Posts remain visible on your page's main feed in order of when they were posted (most recent at the top), unless you pin a post to the top of your page.

You may have heard terms like "organic" or "boosted" posts. Organic reach is the number of people the post reaches without any funds being added to it. Boosted posts, or Facebook ads, are posts that you can pay Facebook to show to people who do not follow your page and otherwise wouldn't see your posts. Facebook ads make it easy to reach a much wider audience than just your page followers. For ads, you can choose the demographics you want to target. For example, you could target women ages 55 and older in a specific zip code or a mile radius around your location. You could target people who are veterans or veterans' spouses with an offer for veterans. You can even target people who are Catholic, Jewish, or other religions if you have a special message for a religious group.

GOING BEYOND OBITUARY POSTS

Facebook is a wonderful tool to build brand awareness and loyalty within your community. If you're just using Facebook to post obituaries, you're missing out on an opportunity to build your brand and reputation with families before they even need to call on your services. Your content on Facebook should make it easy for families to know they can trust you to guide them and take care of them when a death occurs.

So, your content strategy might include uplifting quotes and messages, life-affirming posts, educational resources on the elements of a meaningful funeral, and posts celebrating special days, holidays, and community events. The more you provide valuable, sharable, positive, feel-good content, the more your reputation will grow in your community. And the more you can help families solve problems or answer questions through your content, the more brand loyalty you will receive in return.

The book *Building a Story Brand* by Donald Miller is a tremendous resource for fine-tuning your message and content. The core theme of Story Brand is that your brand is not the hero of the story you're telling.

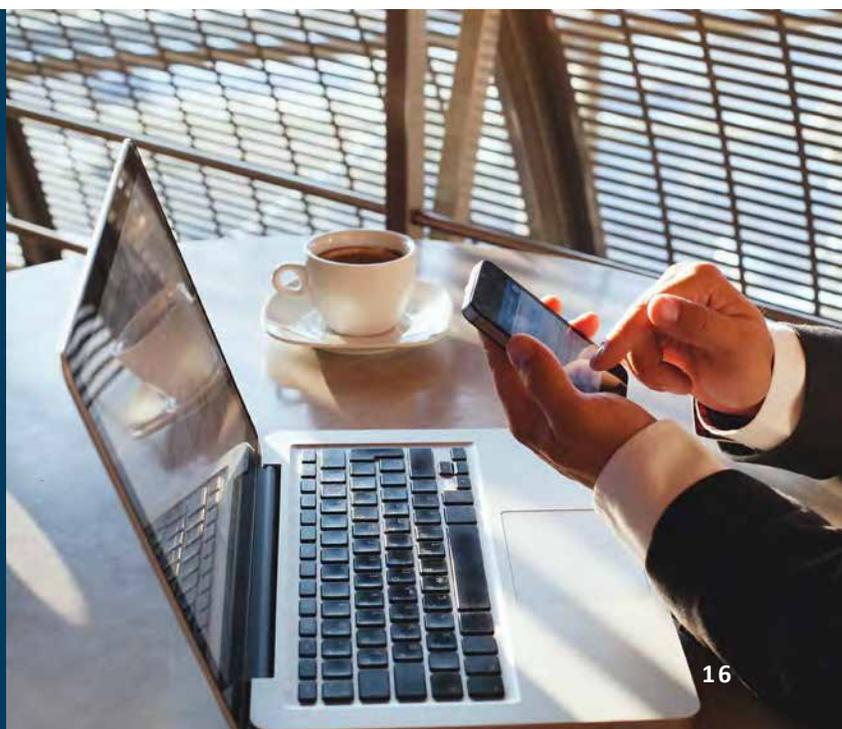
[The customer is the hero.](#) Your brand plays the character of the guide, who is there to help the customer solve the problem they are facing. The reality is, customers don't really care how long you've been in business or what your company history is because that information is not going to help them survive and thrive. Your content should always be framed in terms of how you are solving problems for the families you serve. Remember, it's not about you. It's about them!

This means every post from your brand is an opportunity to be a guide and help the customer overcome a problem. Even if a post's only purpose is to be entertaining, this act of brightening someone's day can make them feel positive about your brand because you are solving the problem of boredom or discouragement. This means when they need your services, they are more likely to choose your brand over your competitors because you've helped them successfully in the past, even if it was simply by cheering them up.

So, let's dig deeper into some specific content that funeral homes can post in order to solve problems for families.

ABOUT FACEBOOK'S BUSINESS MANAGER

You can boost directly from your page, but Facebook also offers a [Business Manager tool](#) recommended for all business accounts. From Business Manager, you can use the Ads Manager tool to create more complex ads, and this tool will give you much more control over the ad content, schedule, budget, and more.





SPECIAL DAYS

Problem: Connection/Empathy

Everyone wants to feel a sense of community and connection on special days. Posting on notable holidays like Christmas, the 4th of July, Memorial Day, Veterans Day, and Thanksgiving will provide a point of connection for individuals who may be feeling lonely or are missing a loved one. Your caption can show your customers that you care about them and wish them well during the holiday season. If you feel ready to post about additional special days, consider days more targeted towards your audience, such as Older Americans Day, Grandparents Day, Pregnancy & Infant Loss Awareness Month, cancer awareness months, and so on.



POSITIVE NEWS AND FEEL-GOOD STORIES

Problem: Overwhelmed by bad news

Another type of post that goes a long way is when you publish positive news or feel-good stories. These posts can be as easy as sharing a link to a news story about a child who gave presents to homeless veterans or a new community group that helps single mothers. Sharing good news will help bring balance to the overwhelming amount of bad news being broadcast across the media. Seniors who are retired can be especially susceptible to being overwhelmed by bad news, so feel-good stories can really help boost the mood of someone who is constantly exposed to the 24-hour media cycle.



FUNERAL TIPS

Problem: Lack of information

Many people are not quite sure what to do or say at a funeral. One way you can solve this problem is by answering questions before they arise. Take these topics for instance: Should I bring my children to a funeral? Why should I have a funeral? What should I say or NOT say to someone who is grieving? How do I make a funeral more personal? You can start a blog and find articles online to help answer specific questions like these, or if you don't have the time to do that, you can go to [FuneralBasics.org](https://www.funeralbasics.org) to access and share free content written specifically for funeral homes.



GRIEF MANAGEMENT

Problem: Grief doesn't end after the funeral

Grief can be overwhelming, distressing, and complex. Everyone grieves in their own way and at their own pace. That's why providing a wide range of content about coping with loss can give families a reason to follow your Facebook page after you've served them. A few examples include: how to talk to a grieving person, how to memorialize loved ones, or working through grief during the holidays. You can find dozens of articles on grief and healing at [FuneralBasics.org](https://www.funeralbasics.org), or you can search online at sites like [psychologytoday.com](https://www.psychologytoday.com), [centerforloss.com](https://www.centerforloss.com), and [griefnet.org](https://www.griefnet.org), to name a few.



PUBLIC RELATIONS

Problem: Do I trust you?

One of the first problems we are trying to solve for families is the problem of trust. The purpose of public relations content is to build trust by showing positive intent, commonality, competency, and propriety. Public relations posts often include community outreach or events. For example, if you support veterans or firefighters or hospice workers, all of these moments can be posted and shared on Facebook to help establish trust in your brand. Remember to focus on promoting the event or cause, not yourself. Self-promotion can destroy trust, but promoting others creates trust while showing positive intent.

IMPORTANT TO KNOW

Only Admins of the page can access leads. Be sure to follow all of Facebook's rules for ad content or Facebook could take down the ad.

You can even do a simple [direct message ad](#) if you have an agent available to respond to messages. The ad could say "Message us to set up a preneed appointment," and when people click on the ad, they go straight to Facebook Messenger to respond. Then, your agent can immediately respond from their own mobile phone.

IF YOU PROVIDE VALUE, THE LEADS WILL COME

With direct mail and other forms of traditional preneed marketing losing effectiveness, many funeral homes are turning to Facebook to promote seminars and lunch & learns, conduct surveys, and offer value in exchange for a preneed lead.

Preneed marketing on Facebook can be very easy and cost effective. You can set up [traffic ads](#) that show up in people's Facebook feed and then, when they click on the ad, they go to a landing page on your website where they can fill out a form. Facebook also offers lead ads that include a form that is right on Facebook, so when families click the ad, the information they provide to Facebook (phone number, email address, name) automatically populates on the form. Those leads are stored in Facebook so you can easily access them and keep track of them in the Facebook [leads center](#) on the page.

PRINCIPLE OF RECIPROCITY

When creating a preneed lead generation ad, make sure you follow the [principle of reciprocity](#). This is the idea that people are more likely to take an action that helps you if you help them first. Most people are just not going to go from seeing a Facebook ad about preneed to buying a preneed contract. They may not even want to give you their contact information. First, you need to offer them something of value that makes it worth their while to give you their time and contact information.

For example, if you are trying to get people to sign up for an event, offering free food or free information, even free coffee, can help people feel like they are receiving a good value for their time. (In some states, offering free food as a marketing strategy for a funeral home is illegal, so you may offer an informative seminar with valuable information instead.) Maybe you offer sign-ups for a virtual seminar or even a virtual online course that offers people important information. Whatever you do, if you make it clear that people will get something of value from signing

up, then they're more likely to fill out your form. Once you have their contact info, your sales agent can provide the giveaway and simultaneously get the conversation about preplanning started.

GIVEAWAY IDEAS

At Funeral Directors Life, we tested several types of giveaways that bring in preneed leads at a low cost per lead – as low as \$5-\$10 per lead for some campaigns!

- Savings certificate – “Sign up to get \$500 off on a prearranged funeral plan if you plan by December 31”
- Free lunch – “Sign up for a free lunch where you will learn about the benefits of preplanning”
- Gift card – “Sign up for a preplanning appointment and you'll receive a \$20 Amazon Gift Card”
- Free coffee – “Sign up for coffee with a preplanning specialist”
- Free preneed guide, checklist, or kit – “Fill out the form to get a free preplanning checklist”
- Free eBook – “Fill out the form to get a free eBook about funeral planning”

LOOKING FOR THE EASY BUTTON?

Funeral Directors Life offers Facebook marketing packages for both brand awareness and preneed lead generation. Graphic designers, copywriters, and marketing specialists work together to curate Facebook posts and create ads that provide consistent results for our clients.