

20

VIDEO

Although video is more of a format that fits into all of the previously described media outlets (website, Google Ads, Facebook), it also deserves a section of its own because of how important video content is for building your brand and creating trust.





WHY USE VIDEO?

High quality video content has the power to tell your story like no other communication vehicle can. Video engages multiple senses at once – sight and sound – and can communicate more than just content talking points. Video can communicate your heart for service, your commitment to families and community, your service offerings to families, and so much more.

The [Cisco annual internet report](#) predicts that by 2021, 80% of all internet traffic will be video content. In addition, [search engines categorize](#) videos as high-quality content, so having video on your website can actually increase your traffic. On Facebook, posts with videos tend to get more comments, likes, and shares than static image posts.

VIDEO TYPES

What types of videos can a funeral home use? Just like with Facebook post content, consider the consumer's problem you are trying to solve with your video. Is it lack of trust? Lack of information? A need for guidance? Here are a few ideas:

Family testimonials – Testimonials from families you serve help to overcome the problem of trust while sharing the benefits of leaning on you and your staff for guidance during a difficult time.

Your “why” – When your funeral directors share their heart for service and their love of the community they serve, you are also solving the problem of trust. Let your funeral directors share on camera everything they love about what they do, from funeral arrangements, to helping families preplan, to aftercare, and beyond.

Funeral home facilities – Good footage of your facilities can also help build trust so families feel confident they will be in a warm, comforting, clean environment at the time of the funeral. Many families have a misconception that funeral homes are stuffy, unpleasant, and cold environments. If you can help families set aside fear of the unknown by showing your warm, inviting, and comfortable facilities, they are more likely to choose your known funeral home over one that is unknown.

Personalization options – Many families can't visualize what a balloon or butterfly release might look like or how an urn ark can bring dignity to a ceremonial committal service...so show them! If you share visual examples of personalized, meaningful service options, your families will be more likely to work with you to create a more complete funeral experience to bring comfort and healing to loved ones.



NEED PROFESSIONAL VIDEOGRAPHY SERVICES?

At Funeral Directors Life, we understand how important video is to sharing your story. That is why we offer professional audio/video solutions to help funeral homes create quality content to share with families in their communities across a variety of platforms.