

2022 Twitter Trends & What They Mean for Deathcare

By Welton Hong

Twitter recently mined its data, analyzing billions of tweets for the past two years, to discover what's on top when it comes to trends. In its Twitter Trends Report 2022, the social media platform revealed three important considerations for marketers:

- A general consumer movement toward restoration and mission-minded purchasing
- The growing control of fans and target audiences
- The disruption of crypto in a variety of markets

At first glance, you may not think these have much to do with deathcare. But *all* online trends can inform your marketing strategies. Taking time to dissect significant trends, such as those that power conversations on Twitter, to find relevant truths for deathcare marketing can help you stand out online and connect more organically with audiences.

Let's dig deeper into each of these trends and how they might inform your deathcare marketing business and strategies in 2022 and 2023.

Consumer Desires for Restoration and Mission

Analysis of tweets for the past two years shows that increasing numbers of Twitter users are calling for change and restoration following the stressors of the pandemic, political and social upheaval, and other events in 2020 and 2021.

Words used often in tweets during the past two years include *accountability, green energy, shop local, climate action, sustainability, and brand activism*.

The takeaway here is that missions and visions are likely to shape success in the future, with consumers investing in firms that demonstrate values that match their own.

Deathcare firms aren't immune to this trend. In fact, individuals investing in final arrangements may even be *more* apt to choose a firm based on values because they see it as part of a final legacy.

For deathcare marketing, this can mean a need for:

- **Increased transparency:** Consumers understand that every service won't align 100% with perfect ideals. They appreciate honesty and comprehensive information so they can make educated decisions about services. Deathcare firms should be transparent about how they're able to support social and environmental missions and not overpromise in these areas just to get traction with marketing campaigns.
- **Emphasis on values:** Ensure you put an emphasis on values that align with your target audiences. If you support green burial, donate to a worthy cause, or have a program that provides dignity in deathcare for the less fortunate, include that information on your website and in other marketing content when appropriate (without outright bragging about it, of course).
- **Clear solutions to perceived social challenges:** Think about how you can offer solutions potential clientele might find valuable. Green burial options are one example, as they speak to consumer desires for sustainability.

Growing Control of Fans and Target Audiences

This Twitter trend is admittedly most relevant to creators. Trending phrases include fan empowerment, Patreon, fan marketplace, and world building. The overall message is that fans and consumers support creators and want a place at the table in influencing what's created.

There *is* a takeaway here for deathcare firms: consumers want to know that their opinions, preferences, and needs are valued.

Deathcare firms can demonstrate this is true in marketing content by clearly explaining options and customizations, ensuring potential clientele know they're in charge of their final arrangements, and responding to consumer questions and comments.

If your firm has an active social media profile, make sure someone checks it regularly and engages with followers and commenters. And make a habit of responding to your Google reviews—whether it's to thank someone for the honor of serving them/their family or

to tactfully tell your side of a story on a negative review. These interactions demonstrate that your firm cares about clientele and listens when they communicate.

Increased Interest in Crypto

Twitter noted that crypto continues to trend, with phrases such as Ethereum, Bitcoin, decentralized exchanges, and portfolios showing up often.

For deathcare firms, the takeaway here is that flexible and varied payment methods are essential in today's market. If you only take cash, check, or credit card, it's time to branch out.

Look at options for PayPal and other online payment methods as well as the ability to accept crypto. Setting these foundations now can help you expand your target audience and business in the future.

Welton's bio

Welton Hong is the founder/CEO of Ring Ring Marketing (ringringmarketing.com), which specializes in helping funeral homes and cemeteries grow and protect their market share. He's also the author of the books *Making Your Phone Ring with Internet Marketing for Funeral Homes* and *Making Your Phone Ring with Internet Marketing for Cemeteries*.

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