

18 Ways to Adapt Your Marketing During COVID-19

As marketing leaders in the funeral and cemetery industry for over 30 years, we felt compelled to share our best practices for communicating with your community during this chaotic and difficult time.

During our webinar, our panel of marketing experts covered 18 ways that your firm can demonstrate leadership and sensitivity during this national crisis.

Tip #1

Post signage on your building entrances with clear guidelines on current ordinances and restrictions – worded clearly yet kindly.

Tip #2

Notify your community of all updates from the government about funeral service or steps your business is taking on your website.

Tip #3

Lead the community by posting helpful resources to your firm's Facebook page, linking to your website as often as possible. Promote important messages with Facebook Advertising so everyone sees it.

Tip #4

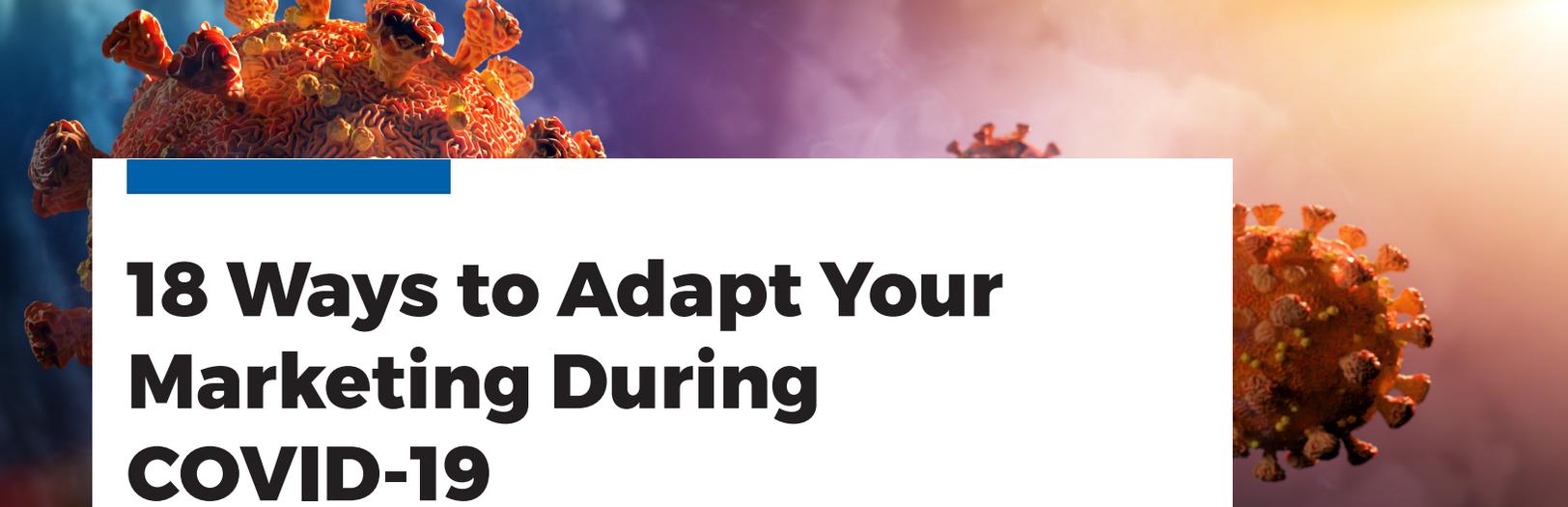
Train your staff on how to answer questions, offer solutions, and calm concerns.

Tip #5

Stay even more top-of-mind and ever-present with the right media during this time.

Tip #6

Start Pay-Per-Click and consider increasing Google Ads spend to the point that you do not hit daily maximums.



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Tip #7

Geofence before a lockdown begins.

Tip #8

Stay with or start TV media.

Tip #9

Perform “non-contact” arrangements as much as possible.

Tip #10

Enable online body identification.

Tip #11

Allow e-signature for authorizations and contracts.

Tip #12

Offer and promote the ability to pay online for services.

Tip #13

Raise awareness for online or remote preplanning through Facebook Advertising.

Tip #14

Through livestreaming, give all of the family’s loved ones the chance to attend the service.

Tip #15

Preserve the value of the service — now or later.

Tip #16

Create “high trust” in a “low-trust” environment, including an emphasis on guarantees.

Tip #17

E-commerce is at a tipping point. Capitalize on it.

Tip #18

Honor first responders and healthcare workers for their important contributions during this hectic time.

Missed the webinar?

We’ve got you covered. View the entire video and check out all of our resources here:

mkjmarketing.com/covid-webinar