

Funeral Futurist Formula

3 Funeral Home Website & Obituary Traffic Strategies - Swipe Copy

Here are the exact templates that I have used with many clients to increase their traffic to their websites exponentially.

1. After Arrangement Email - Send Immediately to family once obit is approved

Subject: Obituary for [First Name] [Last Name]

Dear [Family Member],

I have uploaded your [Dad's] obituary notice to our website at <http://www.YourFuneralChapel.com/john-doe>

Feel free to forward this email to friends and family as we have found that it is an easy way to let a lot of people know about services times - especially on such short notice. Let me know if you need help with anything else.

Sincerely,
[Funeral Director]

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2. Email to Church & Groups - Send Immediately after email is sent to family

Subject: Obituary for [First Name] [Last Name]

Dear [Church / Group Name],

We are sorry to advise you that your member, [Deceased's Name] has passed away (or died) and his / her family has asked us to let you and your membership know of [Mr / Mrs Last Name]'s upcoming funeral service.

The complete obituary and service details can be found on our website at:
<http://www.YourFuneralChapel.com/john-doe>

Feel free to forward this email to your membership as we have found that it is an easy way to let a lot of people know about service times - especially on such short notice. Let me know if you have questions or need help with anything else.

Sincerely,
[Funeral Director]

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3. Show Families how to add Obit to Facebook Page - Print the following on letterhead and explain and give to family in arrangement conference.

There are 5 simple steps to add an Obituary Link to Facebook:

1. Go to the page where the obituary is for your loved one or friend
2. Copy the web page URL (address) from the Address Bar in the top of the Browser
 - Select the address and then Copy it "Ctrl + C"
 - This is an example of what the Address looks like:
 - <http://www.YourFuneralChapel.com/john-doe>

Log into Facebook

Paste the link into the Update Status area where it says, "What's on your mind?"

Select the appropriate picture, add a comment (optional), tag people (optional) and click "Post"

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BONUS: Checklist of other items to help drive funeral home website traffic

- ✓ Email Signature
- ✓ Social Icons on Obit
- ✓ TAF (Tell A Friend) - Share Obituary
- ✓ Automated Posting to Facebook
- ✓ Automated Posting to Twitter
- ✓ In the newspaper, "Condolences may be offered for the family at www.YourFuneralChapel.com."
- ✓ Video tribute on website page with note in memorial folder
- ✓ QR Codes