STRATEGY GUIDES FOR FUNERAL HOME OWNERS





Introduction

At Domanicare, we know that you care deeply about the families you serve and the families in your community. You are passionate about funeral service and want to be there for these families in their time of need. It is more challenging to reach these families and share your message than ever before.

Direct Mail response rates are declining, you will be lucky to get 1.5% return rate these days.

Where do we go from here? Many people in the funeral profession think email is the answer but let's face it, email isn't working either. It's not your fault, we've all moved away from our email inbox, and your customers are no different! The sad truth is that less than 2 out of every ten emails are getting opened; that's the reality of a 15.75% open rate. Call us crazy, but 8/10 people not reading your message sounds like a waste of time and money. With these historically low open rates, emails continue to be less and less effective.

Even a personal one-on-one phone call doesn't make the impact like it used to. Phone calls are difficult because the caller and receiver have to be available at the same time. Not to mention the fact that people don't answer the phone anymore. Over 87% of the phone calls made today go unanswered. We all screen unknown calls daily. Have you ever thought, "why can't they just text me?!"

The question we want to ask is, "Why can't you 'just text' your customers?" Well, you can... and you should.

The power of texting your families:

When was the last time you received a text message and didn't read it? The answer is probably never, and you're not alone. Text messages have a 98% open rate! It gets better: 45% of all text messages receive a response. At Domanicare, we get an even better response rate at over 54%! The high engagement that texting brings is what makes it the most effective form of business to customer communication.

The best part? You're ready to go! All you need is your cell phone, your contact list, and this strategy guide. Use this guide to generate four additional streams of revenue today without spending a penny on ads, postage, or email campaigns— complete with a prewritten text message that you can copy and paste!

Aftercare for the digital age:

An effective lead nurturing strategy can make a world of difference in the revenue of local funeral homes. Studies show that 50% of new prospects are not ready to make a buying decision. Lead nurturing is the process of engaging your new prospective customers by providing relevant information at each stage of the buyer's journey. Typically, lead nurturing is done through a series of automated emails. However, with historically low email open rates, this strategy has become less and less effective. But with a 98% open rate and 45% response rate, text messaging is the most powerful method of lead nurturing available. The specific messaging and offers vary from business to business, but the goal is the same: to guide our customers through the buyer's journey by offering consistent and relevant value.

When nurturing your leads, you want to guide them through four stages:

Awareness stage

Provide value focused on concepts that are related to your offering. At this point, your prospective customer is probably not ready to make a decision, so it would not be a time to include your offering or a strong call to action. Instead, address the problems and pain points your customers may be experiencing.

Interest stage

Once your customer has moved through the awareness stage and has shown interest, the next goal is to gain trust and credibility. This stage is a great time to position yourself as a leader and include some testimonials from happy customers.

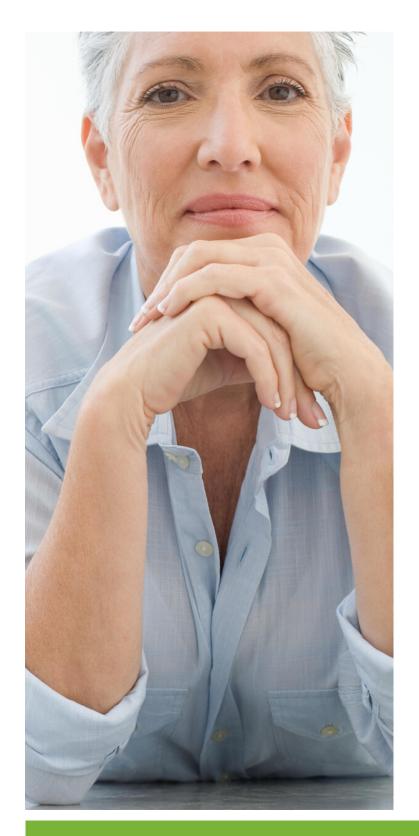
Consideration stage

After you have accurately targeted pain points and built trust and credibility, they should be ready to consider making a purchase. This stage is the perfect time to introduce products and solutions, with a soft call to action.

Purchase stage

A quick follow up with a strong call to action. Text message campaigns are the perfect medium to nurture your leads. It offers a direct line of communication that your customers are already actively checking. Including links, videos, pictures, or even audio messages to your campaign to provide the value your customers need to make a decision.

Here's an example of a text message campaign for a local funeral home.



Sample Aftercare Text Flow

TEXT 1- Sent within the first week after service:

"Hi [First name], this is Jon from Domani Funeral Home. Riley asked me to reach out and let you know we were thinking about you today and wanted to check-in and see how you're doing. We know how challenging these first weeks can be. Please let me know if there's anything we can do for you."

TEXT 2- Sent within 6 weeks of the time of service:

"Hello, Mr/Mrs [lead last name] we are following up with families and have a few questions we would like to ask you. We would appreciate it if you could take a minute and fill out this questionnaire to help us improve our level of service to the community. Thank you in advance! And please reach out if you have any questions."

[include link to a survey]

TEXT 3 (sent during the Christmas/Holiday Season):

"From all of us at Domani Funeral Home, we wanted to wish you a Merry Christmas and Happy Holidays. We hope you are spending it with those that you love. This first holiday season can be difficult for many families, know that we are here for you if there is anything you need. Merry Christmas! "

Domanicare is so personal with our clients. The follow-up care and compassionate messages to our families has been really a tremendous help in our service to the community!"

Guy Keller, Lane Funeral Home

TEXT 4 (sent on the anniversary of the death):

"Hi [First name], this is Jon from Domani Funeral Home. I just wanted to let you know that you and your loved ones are in our hearts and on our minds today. On this day, we are honoring the memory of Sam and remember that one year ago today, we celebrated his life. We hope you are doing well."

TEXT 5 (deceased birthdate)

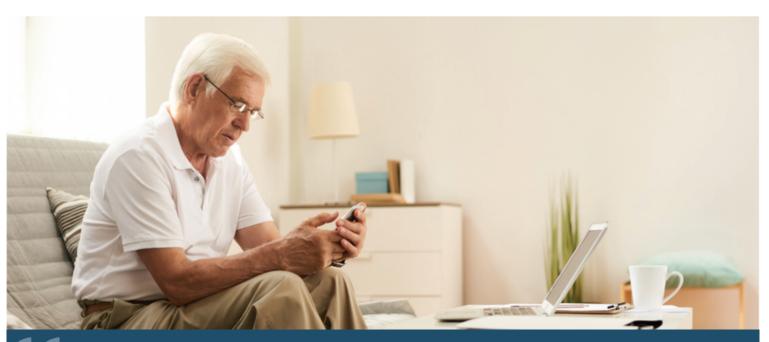
"Hi [First name], this is Jon from Domani Funeral Home. I know today is the day you celebrate [deceased first name] 's birthday. On this day, we are honoring their life and wanted you to know we were thinking about you. Let us know if there is ever anything we can do for you."

TEXT 6: Preneed Appointment Setting

"Hi [first name], as a continuation of our services, I wanted to let you know that we provide a complementary pathways portfolio. This is a great resource that has some essential information as you discover your path to healing. Is there a time this week or next that our family service advisor could come and present this information to you?"

TEXT 7: Event RSVP's

"Hi [first name], this Wednesday, our preplanning team is hosting a great event at [name of restaurant]. This is a free meal and seminar to help answer questions regarding pre-planning! We would love to have you and a friend to attend. Should I save you a seat? Call me with questions, or sign up here. (Spots fill up fast.)"



Keeping in touch with our aftercare families sometimes fell to the bottom of the list because we have so much going on with the at-need side of our business. Domanicare has helped us stay in touch with all of our families in a meaningful and personal way.

The response has been outstanding!

Walker Posey, Posey Funeral Directors

Tip:

Sending out these texts to each individual contact on your own can be time consuming. Domanicare's platform allows you to reach all of the families in your database, instantly. Our skilled staff will handle of the legwork and make sure no family is forgotten. We personalize each message with the clients name and any other custom information you request. The best part? All you need to give us is the name and phone number, and we take care of the rest.

domanicare"

Aftercare for the digital age.

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