



# GEORGIA CEMETERY ADVISOR

GCA's e-newsletter



## President's Message

[Sign up for the Admin & Compliance Seminar!](#)

I invite you to join us in Peachtree Corners, GA at the Admin & Compliance Seminar. We have details about the hot topics we will cover on page 2.

Thank you for your membership!

Nick Startup  
*President*

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**PRESIDENT'S  
MESSAGE**

JOIN US!

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**WHAT'S NEXT**

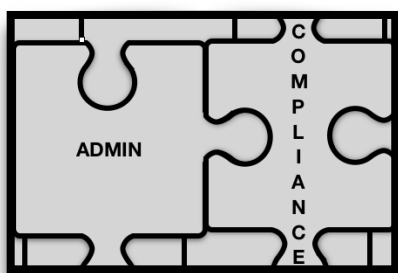
ADMIN &  
COMPLIANCE  
SEMINAR

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**ARTICLE**

SOCIAL MEDIA IS FOR  
PRE-NEEDS

# ADMIN & COMPLIANCE SEMINAR



**TOMORROW!**  
**WEDNESDAY,**  
**NOVEMBER 20, 2019**  
 9:00 AM - 3:00 PM

Overwhelmingly, you have told us that you need another Admin & Compliance Seminar. Our seminar committee has worked hard to compile a day full of topics that are in the "need to know" category of Georgia Cemetery operations/administration ~ Topics like:

- What must be on file with the Secretary of States office with description of items
- Proper authorization - interment forms, deed transfer documents, memorial installation and disinterment forms
- Secretary of State - important deadline dates for reporting and registrations
- Mandated items on contracts
- Privacy laws
- Voice Mobility in the Workplace
- Digitizing Your Cemetery

- Current allowable fee limits
- Social Networking/Cellphone usage in the Workplace
- Helpful Tips and Reminders for Georgia Cemeterians - from the Secretary of State office
- AND MORE

So stay current and in compliance while networking with other cemetery owners, managers and administrators and join us on Wednesday, November 20th, from 9:00 to 3:00 in Norcross/Peachtree Corners.

Complete your **REGISTRATION FORM** and email with your credit card information. (it is too late to mail in your registration)

## **HOTEL INFORMATION**

If you **require a hotel**, there are several nearby. The Comfort Inn, 5200 Peachtree Industrial Blvd, 770-263-8883 is offering a special rate of \$85 + tax for Tuesday night. You must mention the Georgia Cemetery Association to get the special rate.

Both the Marriott and Hilton are also near by, however no special rate was offered. Hilton Atlanta Northeast, 5993 Peachtree Industrial Blvd, 770-447-4747 or Atlanta Marriott 475 Technology Parkway, 770-263-8558.

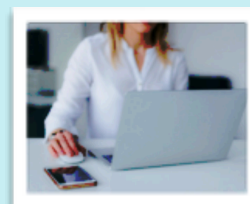
If you need further information or have questions - Please call the association office at 770-490-6810 or email us at [georgiacemeteryassoc@msn.com](mailto:georgiacemeteryassoc@msn.com)

## **IN CASE YOU MISSED IT...**

We had a great launch of the **GO DIGITAL** video workshop! We have had requests to make this video on how to take your cemetery into a digital format available for more dates. The GCA will be announcing new opportunities to access this video workshop soon!

The workshop comes with a step-by-step PDF guidebook.

For more information, please e-mail [GeorgiaCemeteryAssoc@msn.com](mailto:GeorgiaCemeteryAssoc@msn.com)



## SEARCH IS FOR AT-NEEDS; SOCIAL MEDIA IS FOR PRE-NEEDS

By Welton Hong Ring-Ring Marketing  
[funeralhomeprofits.com](http://funeralhomeprofits.com)

If you've heard me speak before at an NFDA, CANA, or ICCFA event—or at one of the many other deathcare industry gatherings where I presented throughout 2019—you might have heard the critical point I noted in the headline.

But if this is the first time you're hearing my mantra that *search is for at-needs*, whereas *social media is for pre-needs*, let me explain:

No matter what you do in your cemetery business, you want to use the right tool for the job, right? Using the correct tool gets the job done the fastest and the most efficiently, using the fewest resources.

If you needed to put together a coffee table from scratch, could you do it without using a hammer? Sure, you could. You could drive those nails with a brick, for example. Maybe you could even use an old shoe, if the heel is hard enough.

Those certainly are... options.

However, doing that would be incredibly hard. It would be exhausting. It would take a lot of time—far more than if you simply used a hammer. And you might not drive the nails as straight with a brick or a shoe as you would with a hammer, so the end result might not have the quality you'd hoped for.

This is why humans created tools. They make jobs easier and faster. They produce the desired results most efficiently.

You can turn a screw with a butter knife, but it'll go much better with a manual screwdriver. If you have to turn a dozen screws, an electric screwdriver saves you energy and time. If you have to turn 100 screws, get a cordless drill with the right screw bit.

No matter what you do, you'll be most successful if you use the right tool for the job. This applies to marketing your deathcare business.

If you run a combo operation or otherwise handle immediate need situations in your particular cemetery business, you need to produce at-need calls.

To do so, the tools you must employ relate to search—more specifically, ranking well in organic search (thanks to great search engine optimization—SEO) and improving visibility on search engine results pages (SERPs) with effective pay-per-click advertisements (search engine marketing—SEM).

On the other hand, when your main goal is to grow prearrangement business, you want to focus on developing your social media initiatives. The best way to generate preneed leads is to regularly post and advertise on popular social media platforms.

You don't necessarily need to settle for "either/or." You might want to generate many more immediate need calls while also steadily locking in more preplanning contracts. And that's fine. It just means

you need to budget to do better in both search (SEO & SEM) *and* social media.

But it also means you can't focus on just one technique and expect it to directly create the result you want from the other. Here's what I mean: Investing a lot in search won't create much direct benefit for pre-needs. And investing a lot in social media hardly moves the needle for at-needs.

Another way I often put it: If you want your ice cream sundae to taste great, you put hot fudge on it. If you want your car engine to run properly, you ensure there's sufficient motor oil in it.

Hot fudge and motor oil are both highly effective for their purposes, but imagine the consequences if you mixed them up. Hot fudge in your engine would kill it. Motor oil on your sundae could kill *you*.

The same is true of search and social media. If you want to generate *at-need* calls, you need to invest heavily in *search*. If you're focusing on *pre-needs*, the tool you need most is *social media*.

If you mix them up, it's like motor oil on your sundae or hot fudge in your engine. Search isn't an especially effective tool for pre-needs. Social media is virtually useless for at-needs.

*You must use the right tool for your goal.* Otherwise, you're just wasting time and money.

Again, this doesn't mean you need to choose one instead of the other. The successful deathcare businesses I work with at Ring Ring Marketing make a point of investing substantially in SEO & SEM to generate many more immediate need

calls while also growing their social media campaigns to bolster pre-needs.

It simply means you can't put all of your eggs in the search basket and expect to see much movement on pre-needs. You won't. And if you think your at-need calls will grow much simply by posting and advertising on Facebook, think again. You'll get a little indirect crossover effect at most.

Instead, concentrate on using the right tool for the job. Invest in search to grow at-needs. Invest in social media to grow pre-needs. And if you're in a position to invest substantially in both, particularly if you run a combo operation, that's even better.

# *Georgia Cemetery Association*

## Admin & Compliance Seminar

Wednesday, November 20<sup>th</sup>, 2019 ~ 9:00AM – 3:00PM (registration begins at 8:30)

Peachtree Memorial Park/Crowell Brothers Funeral Home  
5051 Peachtree Industrial Blvd ~ Peachtree Corners, GA 30092

## REGISTRATION FORM

Please use a separate Registration Form for each person. If additional forms are needed please copy or contact us.

Name: \_\_\_\_\_

Cemetery/Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone: (\_\_\_\_) \_\_\_\_\_ Email: \_\_\_\_\_

Check ONE only

\_\_\_\_\_ GCA Current Member .....\$ 99.00

\_\_\_\_\_ Non GCA Member .....\$ 129.00

All registrations include Lunch, meeting materials and networking time with sponsoring vendors

\_\_\_\_\_ **Check**    \_\_\_\_\_ **Visa**    \_\_\_\_\_ **Mastercard**    \_\_\_\_\_ **American Express**

Print name as it appears on credit card \_\_\_\_\_

Credit Card # \_\_\_\_\_ Exp Date \_\_\_\_\_

ZIP CODE of billing address \_\_\_\_\_

Signature \_\_\_\_\_ CIT verification code \_\_\_\_\_

Fill out and email to [GeorgiaCemeteryAssoc@msn.com](mailto:GeorgiaCemeteryAssoc@msn.com)

### **Questions or Need Assistance –**

Call: Executive Director - Susan Mena (770) 490-6810

Email: [GeorgiaCemeteryAssoc@msn.com](mailto:GeorgiaCemeteryAssoc@msn.com)