

✦ The Video Map For FUNERAL HOMES



For funeral homes that already serve families with dignity...
but know that is no longer enough.

**A BUSINESS OWNER'S GUIDE
TO THE MODREN INTERNET**

Not For Everyone.



PROVEN IMPACT

Result That
Reflect Excellence

Our data-driven campaigns are designed to attract, engage, and convert delivering measurable growth for your funeral home.



STRATEGIC TARGETING

Reaching the right families with precision and intent.



ENGAGING CONTENT

Compelling creative that builds trust and helps families understand your care.



MEASURABLE GROWTH

Consistent increases in visibility, engagement, and family awareness.



REAL BUSINESS RESULTS

Turning attention into inquiries, pre-planning conversations, service opportunities, and long-term community relationships.

FUNERAL SERVICES
OVERVIEW SNAPSHOT

FAMILY INQUIRIES

148.7K

New Families Contacted



SERVICE ATTENDEES

61.9K

Total Guests at Services



FAMILY SATISFACTION

4.9/5

Average Family Rating



PLANNING SESSIONS

68.4K

Arrangement Conferences



MEMORIAL BOOK VIEWS

20.1K

+25.5%



SERVICE FOLLOW-UPS

1.3K

Post-Service Support Calls

Service Views

164K
+112.9%

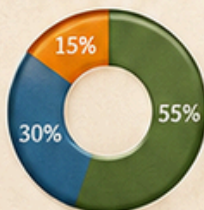
DETAILED PERFORMANCE (ALL SERVICES)

68.4K
+91.4%Online Livestream
+25.5%552
+14.8%

Donations

1.3K
+66.6%

SERVICE TYPE BREAKDOWN



- Traditional 55%
- Celebration of Life 30%
- Direct Cremation 15%

TOTAL SERVICE
INTERACTIONS

164,049

↑ +9.4%



More than just service. More than just results.
That's the art of compassionate care.



The FAMILY Changed



The family is changing.

And if your funeral home does not change with them...

The internet is no longer a place people visit.
It is the environment they live inside.

And inside that environment, everyone is competing for attention.

Businesses.

Creators.

Entertainment.

Algorithms.

Other funeral homes..

Everybody fighting to stay seen.

Which is changing the family.

Shorter attention spans.

Need for immediate answers.

Less patience.

More private research.

More comparison.

Here today.

Gone tomorrow.

This is the new condition funeral homes are operating inside.

We call it

*dispersed
attention.*





The FUNERAL HOME Problem



Most funeral homes do not have a “quality” problem.

They have a recognition problem.

The care may be compassionate.

The staff may be experienced.

The facility may be beautiful.

The reputation may have been earned over generations.

But from the outside, many funeral homes still feel the same.

Same building photos.

Same service lists.

Same floral arrangements.

Same formal language.

Same claims.

Same promises.

The reputation may have been earned over generations.

So the family does not always choose the best funeral home.

They choose the one that feels safest.

The one they remember.

The one that made the decision feel easier.

That is where most funeral homes are losing.

Not during the service.

In the mind of the family before they ever call.



Dispersed Attention

A family does not interact with your funeral home in a vacuum.

They are experiencing life in real time.

Their emotions change.

Their questions change.

Their urgency changes.

Their attention changes.

The version of them casually learning about pre-planning is different from the version searching “funeral home near me” after a loss.

The version of them casually learning about pre-planning is different from the version searching “funeral home near me” after a loss.

The version watching a family story is different from the version comparing services and pricing.



Different moods.

Different levels of attention.

Different emotional states.

But most funeral homes are still communicating the same way everywhere.



One message.



One format.



One type of content.



Hoping it lands with everyone.

*In the age of dispersed attention,
that is not enough.*

Funeral homes need to communicate the same story through different formats, textures, lengths, and placements.



The Content Ecosystem



Modern funeral homes can no longer rely on isolated pieces of content.

Because families are no longer experiencing your funeral home in one place, one mood, or one moment.

The funeral homes earning trust are building content ecosystems.

A content ecosystem allows the same story to follow the family across the modern internet.

So when they see your reel...

-  your ad...
-  your website...
-  your family story...
-  your pre-planning video...
-  your testimonial...
-  your offer...
-  your follow-up...



the message feels *familiar*.

*Not random.
Recognizable.*

That is the shift.

You are not just posting content.

You are building familiarity before the family ever needs to call.



The Realization



Most funeral homes ask:
“What should we post?”

The better question is:
“Why does our funeral home not feel as trusted online as it actually is?”

Because attention is too expensive to gamble with.
Lost attention has a cost.
Lost recognition has a cost.
Lost trust has a cost.

And most funeral homes do not feel that cost all at once.
They feel it slowly.

In fewer pre-planning conversations.
Less community awareness.
More families choosing the first name they recognize.
More dependence on reputation alone.

By the time most funeral homes realize they have been forgotten,
they are already trying to buy their way back into a conversation
they used to own.

That is why we built The Video Map.
So you can see the shift before it becomes expensive.

If this made immediate sense to you...
you are exactly who this was meant for.



Download The Video Map.



Book a conversation.



Or let's build yours.

