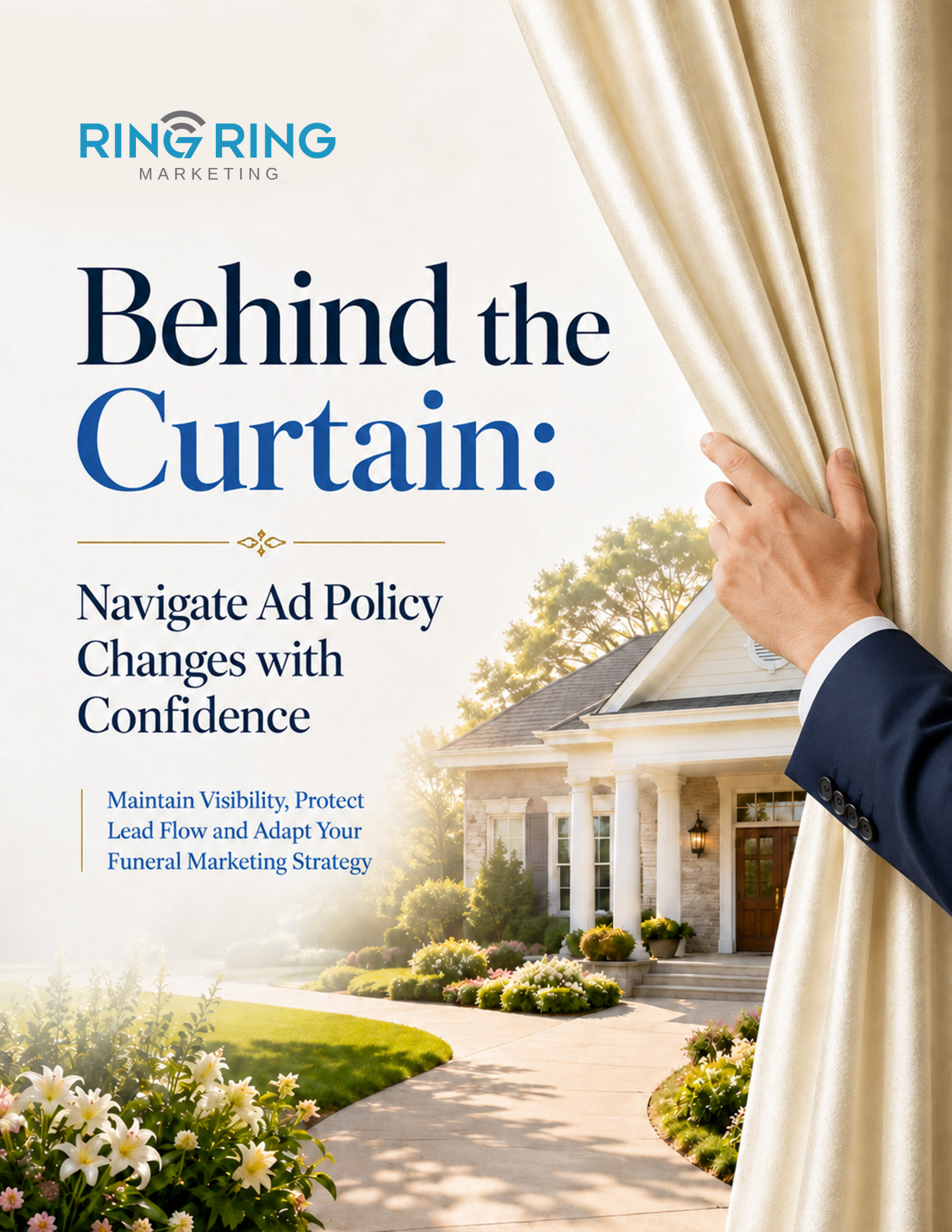




Behind the Curtain:

Navigate Ad Policy
Changes with
Confidence

Maintain Visibility, Protect
Lead Flow and Adapt Your
Funeral Marketing Strategy





ABOUT RING RING MARKETING

Ring Ring Marketing is deathcare's premier provider of marketing solutions for funeral homes, cemeteries and affiliated industry partners.

RRM founder and CEO **Welton Hong** is one of the top educators in deathcare. Among numerous other credits, he is:

- An in-demand speaker at national conferences, including **NFDA** and **ICCFA**, state associations and mortuary schools
- A regular contributor to numerous industry publications, including NFDA's *"The Director,"* Kates-Boylston's *"American Funeral Director"* and ICCFA's *"Memento Mori"*
- Author of the celebrated book *"Making Your Phone Ring with Internet Marketing for Funeral Homes, Third Edition"*

Mr. Hong and his team at RRM have a proven record of helping funeral home owners generate more at-need calls, grow their preneed contracts, improve website conversions, brand their businesses with social media, dominate local competitors in search results, protect their market share and much more.

RING RING MARKETING

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INTRODUCTION

Funeral home marketing is increasingly shaped by forces that are not always visible. Advertising platforms frequently update their policies quietly, altering how content is reviewed, delivered and prioritized. These changes can impact visibility and lead flow without warning, leaving funeral homes unsure of what changed or why results suddenly declined.

This checklist translates complex policy dynamics into clear, actionable steps. By following it, you can better understand how ad platforms operate, adapt your messaging without losing dignity and build a stable marketing strategy that continues to serve families effectively—even as rules evolve.



1

RECOGNIZE WHY MARKETING RULES KEEP CHANGING

Monitor platform updates and assume policies can change without notice.

☐

Account for automated systems replacing human judgment in ad reviews.

☐

Review older campaigns regularly, even if they previously performed well.

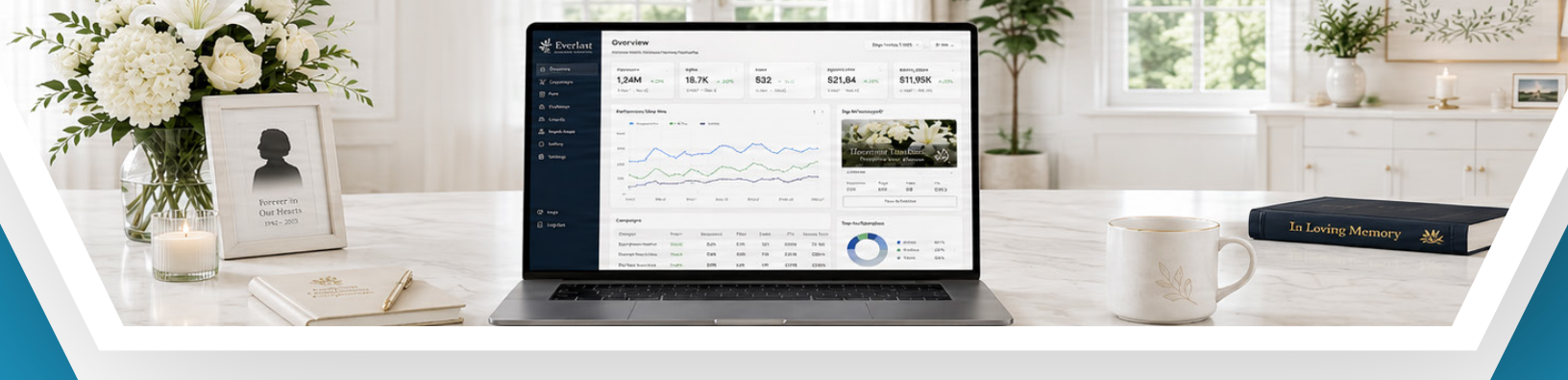
☐

Identify whether performance drops may be policy-related, not market-driven.

☐

Expect delays in how broader policy changes affect funeral advertising.

☐



2

UNDERSTAND HOW AD PLATFORMS EVALUATE FUNERAL CONTENT

Identify which parts of your messaging may fall into “sensitive content” categories.

☐

Review ad language for keywords that may trigger automated filters.

☐

Simplify tone to avoid emotionally charged or easily misinterpreted phrasing.

☐

Prepare for limited reach even when ads are technically approved.

☐

Accept that platform explanations may be vague and require interpretation.

☐

3

PROTECT VISIBILITY AND STABILIZE LEAD FLOW

Track sudden drops in impressions or calls as potential policy enforcement signals.

☐

Narrow audience targeting to reduce risk and improve delivery consistency.

☐

Focus on steady, predictable messaging instead of frequent changes.

☐

Analyze trends over time instead of reacting to daily fluctuations.

☐

Prioritize precision in campaigns rather than maximizing reach.

☐

4

ADJUST MESSAGING WHILE PRESERVING CLARITY AND DIGNITY

Replace highly emotional or urgent language with calm, neutral phrasing.

☐

Use clear, descriptive explanations instead of abstract or vague messaging.

☐

Maintain consistent wording across campaigns to build trust with platforms.

☐

Communicate processes and services in a straightforward, respectful way.

☐

Avoid unnecessary wording changes that could trigger reevaluation.

☐

5

BUILD A RISK-RESILIENT ADVERTISING STRATEGY

Diversify across multiple platforms to reduce dependence on one source.

☐

Design campaigns that allow small adjustments without full resets.

☐

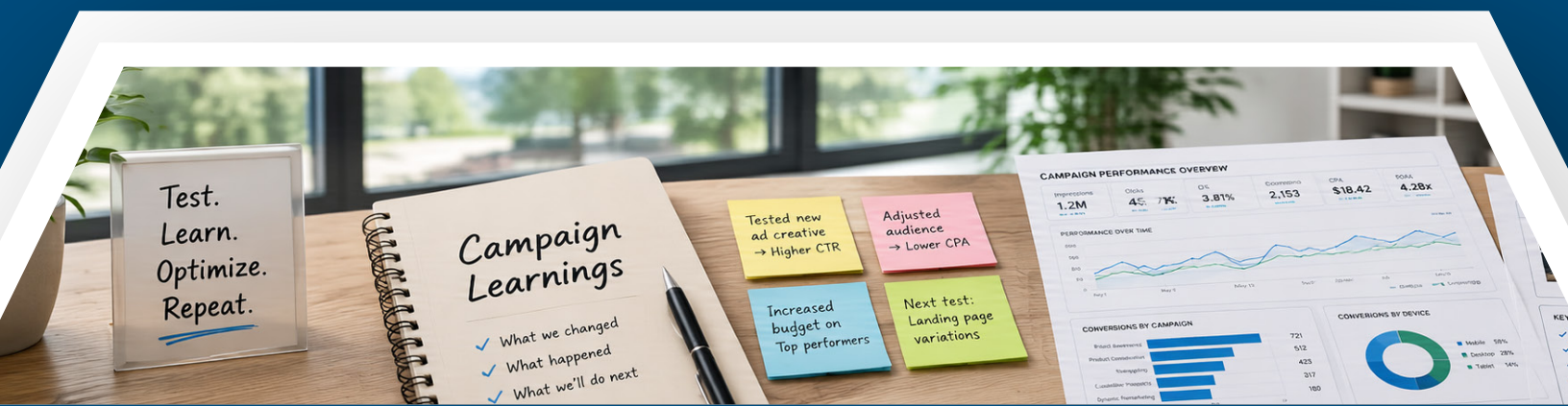
Use conservative, compliant messaging to extend campaign longevity.

☐

Document changes and outcomes to guide future decisions.

☐

Practice patience and avoid overreacting to short-term disruptions.

☐

6

CHOOSE THE RIGHT MARKETING PARTNER FOR POLICY NAVIGATION

Work with partners who understand platform policy—not just ad tactics.

☐

Look for guidance focused on long-term stability rather than quick fixes.

☐

Evaluate whether recommendations are calm, measured, and well-explained.

☐

Avoid partners who promise guaranteed results despite policy uncertainty.

☐

Prioritize transparency and consistent communication in decision-making.

☐

CONCLUSION

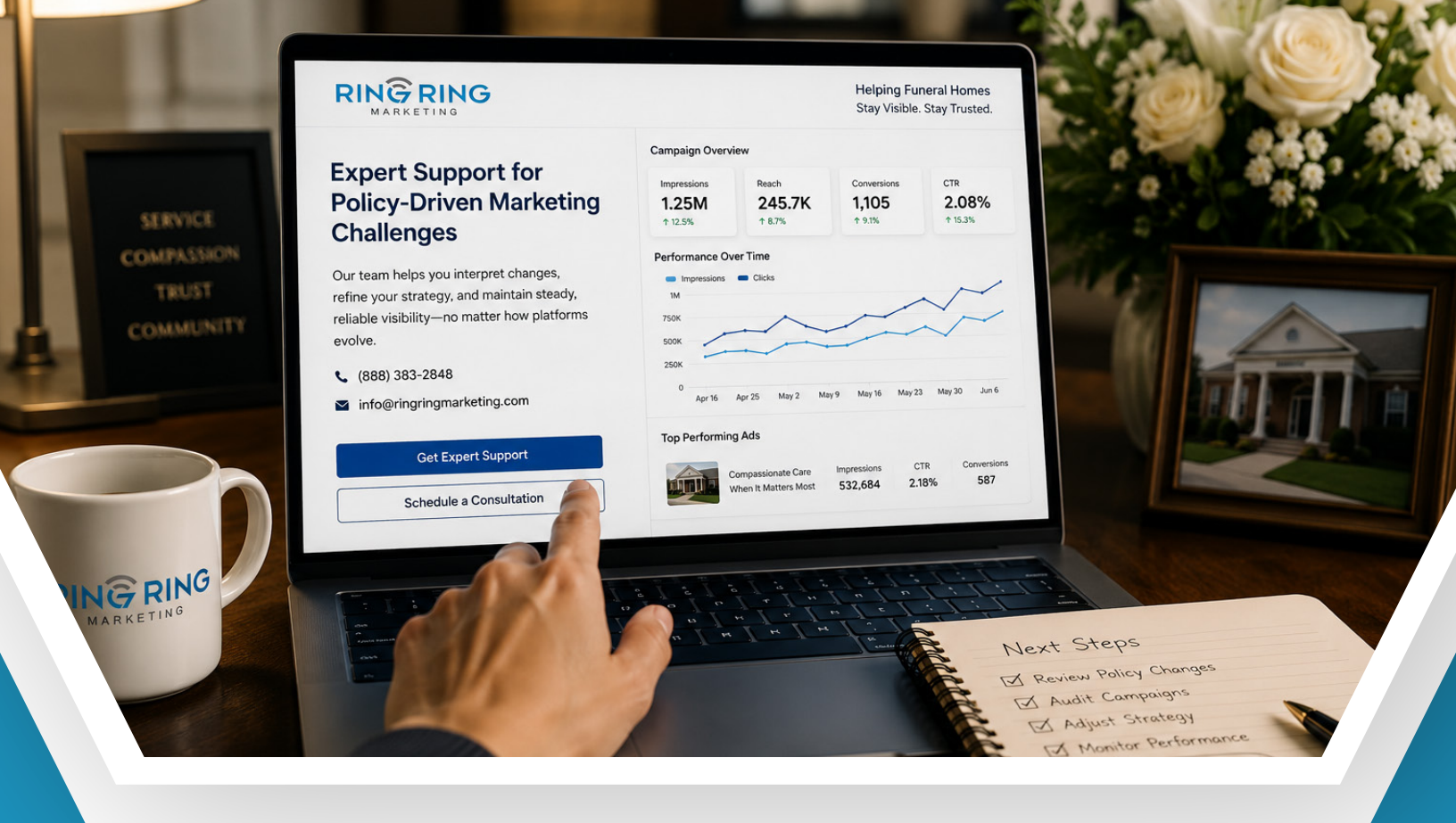
Advertising policy changes are an ongoing reality in funeral marketing, shaping visibility in subtle but significant ways. Rather than viewing these shifts as obstacles, understanding how platforms operate allows you to respond with clarity and control. The key is recognizing that performance issues are often tied to enforcement dynamics—not effort or intent.

By applying the steps in this checklist, you can maintain a steady presence, protect your lead flow, and continue serving families with dignity. Stability comes from thoughtful adjustments, consistent messaging, and a strategy built to withstand change rather than chase it.

FUNERAL MARKETING STRATEGY CHECKLIST

- ☒ Define Target Audience
- ☒ Clarify Value & Messaging
- ☒ Optimize Website Experience
- ☒ Local SEO & Visibility
- ☒ Google Ads Campaign Setup
- ☒ Compelling Ad Creative
- ☒ Conversion Tracking
- ☒ Ongoing Optimization
- ☒ Review & Refine Strategy
- ☒ Build Long-Term Relationships

*Strategy Complete
Growth Continues*



TAKE THE NEXT STEP

Navigating advertising policy changes doesn't have to be overwhelming. With the right strategy and guidance, your funeral home can remain visible, compliant and trusted—even as platforms continue to evolve. A proactive approach ensures your marketing supports your mission instead of disrupting it.

If you want expert support in managing policy-driven marketing challenges, reach out to **Ring Ring Marketing** at **(888) 383-2848** or email **info@ringringmarketing.com**. Their team can help you interpret changes, refine your strategy and maintain steady, reliable visibility in an unpredictable digital landscape.



WELTON HONG

FOUNDER & CEO

RING RING

MARKETING

You can reach us at **info@ringringmarketing.com**
or toll-free at **(888) 383-2848**

