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Lead Quality vs. Ad Spend Checklist for Funeral Homes

Stop Wasting Budget and Start Generating High-Quality Leads That Convert



Welton Hong

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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.

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Introduction

Many funeral homes believe that more leads automatically mean more growth, yet this assumption often leads to wasted ad spend and inconsistent results. The real issue is not the number of leads, but how many of them are actually qualified and ready to convert into meaningful conversations.

This checklist helps you shift from chasing volume to focusing on quality—giving you a clearer, more strategic approach to evaluating your marketing, improving efficiency and generating leads that truly matter.



1 Recognize When Lead Volume Is Misleading

- Evaluate whether high lead counts are actually turning into real services.
- Identify if lead volume is masking poor targeting or weak messaging.
- Track how many leads fail to convert into calls or arrangements.
- Shift focus from quantity metrics to outcome-based performance.



2 Define What a High-Quality Lead Looks Like

- Ensure leads align with your actual services and offerings.
- Prioritize inquiries with clear intent and specific needs.
- Identify leads that require immediate assistance versus future planning.
- Recognize emotional readiness as a key factor in conversion.
- Track behaviors like repeat engagement or detailed questions.



3 Evaluate the True Cost of Your Ad Spend

- [ ] Compare cost per lead against cost per actual acquisition.
- [ ] Identify gaps where low-cost leads are not converting.
- [ ] Audit campaigns for wasted spend due to poor targeting.
- [ ] Regularly optimize campaigns to prevent ongoing inefficiencies.
- [ ] Reallocate budget toward higher-performing lead sources.

4 Refine Targeting to Improve Lead Quality

- [ ] Narrow your audience to focus on high-intent prospects.
- [ ] Align geographic targeting with your actual service area.
- [ ] Adjust demographic targeting to match likely decision-makers.
- [ ] Evaluate platform differences in intent and targeting capabilities.
- [ ] Eliminate broad targeting that generates low-quality inquiries.

5 Use Messaging to Filter the Right Leads

- Clarify your services to reduce mismatched inquiries.
- Use specific, intent-driven language in your ads and content.
- Set expectations upfront to prequalify potential clients.
- Maintain an empathetic tone that resonates with the right audience.
- Avoid overly broad messaging that attracts low-intent leads.

6 Strengthen Your Conversion System

- Respond to inquiries quickly to build trust immediately.
- Ensure your tone reflects empathy and professionalism.
- Create a structured but flexible intake process.
- Simplify conversations to avoid overwhelming families.
- Track which leads convert into actual services.





7 Measure the Metrics That Actually Matter

- [ ] Move beyond cost per lead as your primary metric.
- [ ] Track lead-to-conversion rates for deeper insights.
- [ ] Identify which channels generate the highest-quality leads.
- [ ] Connect marketing performance directly to revenue outcomes.
- [ ] Build a feedback loop to continuously refine your strategy.

8 Choose a Marketing Partner Focused on Quality

- [ ] Avoid agencies that prioritize spend and volume over outcomes.
- [ ] Look for partners who align strategy with your business goals.
- [ ] Ensure your partner integrates lead quality into every campaign.
- [ ] Prioritize long-term systems over short-term tactics.
- [ ] Work with a partner who measures success by real results.



Conclusion

Focusing on lead volume alone creates a false sense of progress that can quietly drain your budget and limit your growth. When you shift your attention to lead quality, every part of your marketing becomes more intentional, efficient, and aligned with real outcomes.

By following this checklist, you create a system that not only generates leads but ensures those leads have the highest potential to convert. This is where marketing becomes predictable, measurable and truly effective.

Take the Next Step

If you want to stop guessing where your ad spend is going and start generating higher-quality leads, it's time to take a more strategic approach. Improving performance doesn't always require more budget—it requires better alignment between your targeting, messaging, and conversion systems.

Contact **Ring Ring Marketing** at **(888) 383-2848** or email **info@ringringmarketing.com** to discover how you can refine your marketing strategy, improve lead quality and build a system that drives consistent, long-term growth.





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