

Rooted in the Community:

Outreach Strategies that Keep Cemeteries Visible

Build Local Awareness, Strengthen Community Trust and Stay Visible to Families Over Time

Welton Hong

RING RING MARKETING

ABOUT RING RING MARKETING

Ring Ring Marketing is deathcare's premier provider of marketing solutions for cemeteries, memorial parks and affiliated 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 cemetery events, including **ICCFA**, state cemetery associations and mortuary schools
- A regular contributor to **ICCFA's "Memento Mori"** and other cemetery-focused publications, as well as NFDA's **"The Director"** and Kates-Boylston's **"American Funeral Director"**
- Author of the celebrated book ***"Making Your Phone Ring with Internet Marketing for Cemeteries, Third Edition"***

Mr. Hong and his team at RRM help cemetery owners drive preneed property sales, increase contract value and position their cemetery as the trusted choice for permanent memorialization. Through stronger digital visibility, better website performance and strategic marketing, they help you reach families earlier and convert more future business.

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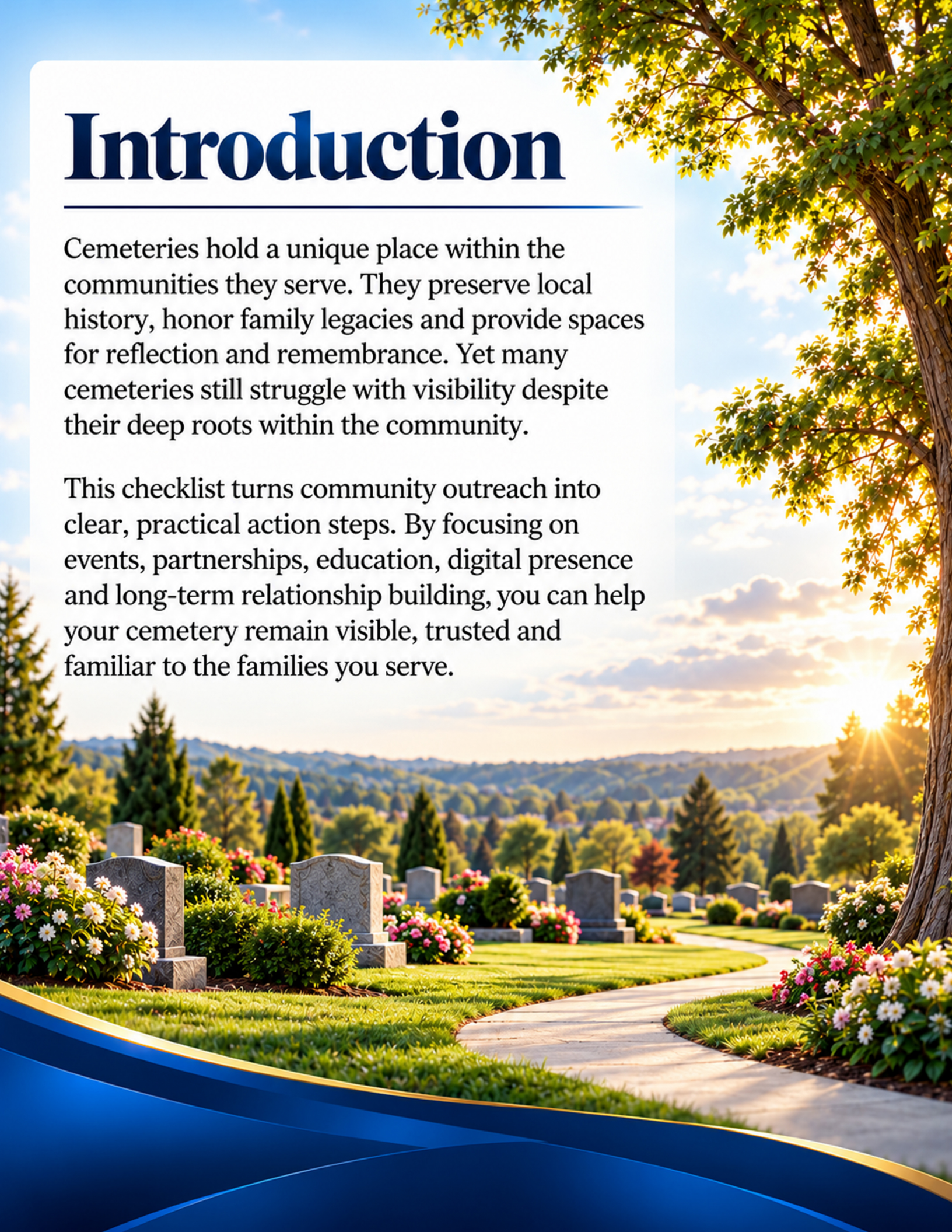
Introduction

Cemeteries hold a unique place within the communities they serve. They preserve local history, honor family legacies and provide spaces for reflection and remembrance. Yet many cemeteries still struggle with visibility despite their deep roots within the community.

This checklist turns community outreach into clear, practical action steps. By focusing on events, partnerships, education, digital presence and long-term relationship building, you can help your cemetery remain visible, trusted and familiar to the families you serve.



1 Strengthen Your Community Presence

- [ ] Stay visible in community settings so families recognize your cemetery before a need arises.
- [ ] Use outreach to make your cemetery feel familiar rather than distant.
- [ ] Introduce preneed awareness through gentle, ongoing exposure.
- [ ] Create opportunities for families to meet your team and build comfort over time.
- [ ] Maintain consistent community engagement so trust has time to grow.

2 Host Events That Welcome the Community In

- [ ] Plan memorial events that invite families to gather in meaningful ways.
- [ ] Use seasonal remembrance events to encourage broader community participation.
- [ ] Offer educational seminars that introduce cemetery planning without pressure.
- [ ] Host tours or open houses that help families become familiar with the grounds.
- [ ] Include community-centered activities that highlight the cemetery's local significance.



3 Build Partnerships with Local Organizations



- [ ] Partner with veterans groups to support remembrance traditions and public ceremonies.
- [ ] Collaborate with historical and cultural organizations to share local heritage.
- [ ] Work with churches to encourage respectful planning conversations.
- [ ] Participate with civic groups in community events and service projects.
- [ ] Use partnerships to expand your visibility beyond the cemetery grounds.

4 Use Educational Outreach to Encourage Preneed Awareness

- [ ] Host workshops that explain cemetery planning in a clear, supportive way.
- [ ] Provide printed guides that families can review privately at their own pace.
- [ ] Create digital resources that make planning information easy to access.
- [ ] Reinforce event-based education with brochures and take-home materials.
- [ ] Support school and community education programs that connect remembrance, history and planning awareness.

5 Strengthen Local Visibility Through Digital Outreach



- ☐ Keep your cemetery visible in local search results with accurate online information.
- ☐ Maintain current listings with correct hours, contact details and location data.
- ☐ Share community events, remembrance traditions and cemetery updates on social media.
- ☐ Use digital education such as guides, videos and FAQs to support early planning awareness.
- ☐ Make sure your online presence supports both preneed awareness and early community discovery.

6 Use Storytelling to Build Family Connection

- ☐ Share stories that highlight your cemetery's historical legacy within the community.
- ☐ Feature the lives and contributions of respected local individuals.
- ☐ Honor veterans and others whose service shaped the community.
- ☐ Use tours and content to connect memorial markers to local history.
- ☐ Tell stories that help younger generations understand remembrance and heritage.

7 Measure and Sustain Community Engagement

- ☐ Track attendance and participation patterns across events and outreach efforts.
- ☐ Gather feedback from families to improve future programs and experiences.
- ☐ Watch digital engagement to see how online outreach supports visibility.
- ☐ Maintain regular outreach instead of relying on occasional bursts of activity.
- ☐ Strengthen long-term relationships by staying connected with returning families and partner organizations.

8 Choose the Right Marketing Partner for Long-Term Outreach Success

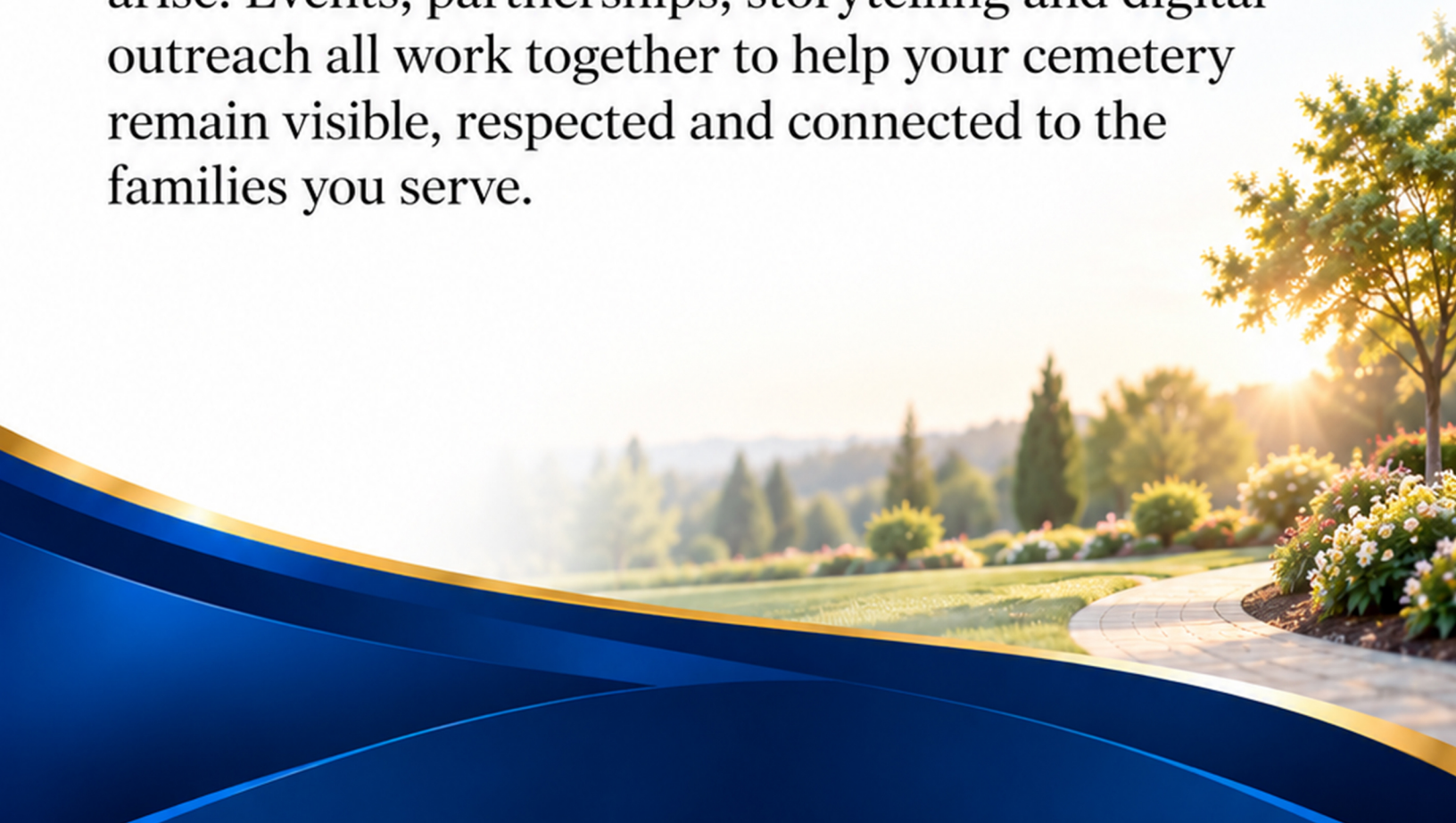
- ☐ Work with a partner who understands cemetery digital marketing and community visibility.
- ☐ Choose a team that knows how families discover cemeteries through online research and local search.
- ☐ Strengthen your website, Google Business Profile and local search presence.
- ☐ Prioritize online reputation and review management to reinforce community trust.
- ☐ Look for a partner who can support long-term digital visibility with consistent strategy, education and outreach.



Conclusion

Community visibility doesn’t come from one event, one campaign or one season of outreach. It grows through steady involvement, meaningful education and consistent presence in the lives of local families. When your cemetery shows up regularly, families are more likely to see it as a trusted and familiar part of the community.

By following this checklist, you can build stronger awareness before preneed or at-need decisions ever arise. Events, partnerships, storytelling and digital outreach all work together to help your cemetery remain visible, respected and connected to the families you serve.



Take the Next Step

Understanding community outreach is valuable, but clarity without action leaves opportunity on the table. The next step is to evaluate your current marketing strategies and identify what's working, where visibility gaps exist and what improvements could strengthen awareness, trust and long-term engagement in your community.

Call **(888) 383-2848** or email **info@ringringmarketing.com** to schedule your complimentary marketing audit. Whether you're managing outreach internally or working with another agency, Ring Ring Marketing can help you gain objective insight, strengthen your digital visibility and position your cemetery to become a more trusted choice for families in your community.





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