

THE LONG VIEW: HOW AI IS SHAPING VISIBILITY FOR CEMETERIES

UNDERSTAND CHANGE, BUILD TRUST
AND STAY VISIBLE IN AN AI-DRIVEN WORLD



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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

Artificial intelligence has quietly become part of how families search for information, form impressions and decide which cemetery feels trustworthy. This change did not happen all at once, and it did not arrive with a clear starting point. Instead, it has gradually shaped what families see, what feels credible and what gets overlooked online. For cemetery professionals, that shift can feel uncertain—especially when your work is rooted in care, continuity and long-term responsibility.

This checklist takes a slower, more practical view. Rather than chasing trends or focusing on technical tools, it helps you strengthen the things that matter most: clear information, steady visibility, trustworthy communication and thoughtful support for families.

1 Recognize How Family Expectations Have Changed

- ☐ Understand families now research cemeteries online before calling or visiting.
- ☐ Treat your website and listings as key first impressions.
- ☐ Support families earlier in their decision-making journey.
- ☐ Update old assumptions about how families search today.
- ☐ Prioritize steady clarity over one-time marketing efforts.

2 Make Your Information a Clear and Welcoming First Step

- ☐ Keep website, listing and service details accurate and current.
- ☐ Answer common questions with calm and respectful language.
- ☐ Organize content so families can find guidance easily.
- ☐ Make every page feel helpful, clear and supportive.
- ☐ Let online information reflect your in-person care.

3 Build Trust Through Clear and Compassionate Communication

- ☐ Use straightforward language that makes options easier to understand.
- ☐ Keep your tone steady across pages, emails and listings.
- ☐ Choose reassurance over persuasion during sensitive family decisions.
- ☐ Review automated messages so they still feel human.
- ☐ Make empathy, discretion and consistency part of every interaction.



4 Strengthen the Digital Touchpoints Families Notice First

- ☐ Keep cemetery details accurate across Google, maps and directories.
- ☐ Make your digital presence reflect your in-person care.
- ☐ Create content that answers real family questions clearly.
- ☐ Monitor reviews and feedback to protect your reputation.
- ☐ Reduce friction so families quickly find what they need.





5 Take the Long View in How You Manage Visibility

- ☐ Build simple systems that support steady long-term improvement.
- ☐ Document processes so communication stays consistent through staff changes.
- ☐ Help staff adapt gradually without creating unnecessary overwhelm.
- ☐ Measure progress through return visits, reading time and inquiries.
- ☐ Use feedback and patterns to guide future improvements.

6 Choose a Marketing Partner Who Understands Cemeteries

- ☐ Choose a partner who understands cemetery marketing's sensitivity.
- ☐ Look for thoughtful questions before tools or tactics.
- ☐ Value clear explanations over impressive but confusing jargon.
- ☐ Avoid quick-fix promises and choose long-term thinking instead.
- ☐ Work with someone who respects your reputation and community.



Conclusion

AI isn't changing cemetery marketing through noise or disruption. It's quietly reinforcing the patterns that already shape how families find information, build trust and decide when to reach out. That makes clarity, consistency and thoughtful communication more valuable than ever.

When your cemetery's digital presence reflects the same steadiness and care that define your work in person, technology becomes less intimidating and more useful. With the right approach, AI can support your visibility while strengthening the trust families place in you.

Take the Next Step

A clear understanding of your current digital presence can help you see what's working well, where families may be encountering confusion and how your visibility can improve over time. The right guidance brings perspective without pressure and helps you make confident decisions rooted in long-term trust.

Call **(888) 383-2848** or email **info@ringringmarketing.com** to **[schedule your free marketing audit](#)**. It's a practical next step toward building a stronger, steadier online presence that supports more families and reflects the values your cemetery is known for.





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