COME FOR THE GO…

We'll Do A Body Good!

FUNERAL HOME MARKETING

There are still many multi-generational or independent funeral homes in existence, but their owners tend to be concerned about the potential impact of larger corporations. Will the smaller operations succumb to the forces of the larger ones, as has happened with other businesses such as butchers, bakeries, drugstores, hardware stores, and a variety of neighborhood shops?

With a pendulum that has swung toward conglomerate holdings, as well as cremation diminishing the need for more substantive services, there may be greater urgency for creative marketing by the small, independent operators.

Ingenious promotions may become a more essential aspect of operations. Perhaps business names will need to be creatively reinvented by marketing consultants to snag the attention of consumers.

Instead of "Ho Hum and Sons," names like "The Inn For Final Outs," "Drop Bye Detailers," "Stiff Upper Lipsky and Sons," "Ends Up Outfitters," or "Bier and Gear To Go," might be more apt to prompt a second look.

At least a piece of punctuation could be added to spark awareness, such as a question mark after the anchor name of the Amigone Funeral Home in Buffalo, New York. Maybe these sorts of places should advertise "close-out specials" or "layaway" plans!

Sadly, the era of Burma Shave advertising opportunities along east coast roads has passed. Back in the old days, you could have observed a series of uniformly spaced signs with rhyming quips that would grab your attention, causing you to give it the gas and floor it to a retailer selling their shaving cream. Although, maybe one of the company's jingles would have cautioned you to ease up on the accelerator pedal: "If daisies are your favorite flower, keep pushin' up those miles per hour!"

Of course, if this form of advertising had been duplicated by other businesses such as funeral homes, perhaps it wouldn't have inspired the same kind of motivational force as an advertisement for, say, Cuban cigars. But suppose such an ad worked and the driver did, indeed, divert away from the intended route with the intention of purchasing the advertised product: "Hey, kids, I just want to check out their casket specials

before we hit the beach to look for sand crabs." At the very least, the ad would have been a distraction from the long drive and might have generated a few chuckles. Imagine seeing:

If your engine quits when you run out of gas,
Yet through the Pearly Gates you need to pass,
A pit stop here will get you goin',
Our underworld agents will do the towin'!
STIFF AND SONS... "We Fly By Night!"

These days, though, the more likely placard to catch your attention would be a billboard. Having been numbed by the preponderance of attorney advertisements, don't be surprised one day if you spot an ad of a different nature boldly planted along a highway:

SIX FEET UNDER-TAKERS, Inc.
Providing Accommodations for Travel
To The Outer Banks of Eternity
Our Specialty: One-Way Tickets
Book Now... Avoid Delays Later
See the light... "We're The Way To Go!"

Excerpt from the recreational pre-planning book,
Pondering Leaves: Composing and Conveying Your Life Story's Epilogue
(no longer available)

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