



AdPortal Targeted Obituaries

1. Price Targeted Obituaries on Facebook (TOOFB) thoughtfully

Since targeted obituaries on Facebook are bundled and tied to a rate increase, pricing strategy and communication is important to get right the first time. A rule of thumb is that if you have recently had a rate increase, you may want to plan TOOFB for 9-18 months since last increase. Conversely, markets that have not had a recent rate increase can start right away. NOTE: You may offer an "opt out" for families who object advertising on Facebook for privacy reasons, but their choice should not result in a discount.



2. Remember and plan for Facebook audience costs

Remember that in addition to what you will pay iPublish after the campaign, there are audience costs your market pays to Facebook. At the time this document was written, the minimum purchase is \$1 per day. You decide how many days (\$5? \$7? \$10? \$14?) and how much budget to attribute to the campaigns (set this once and let it run – you can always raise or lower later). \$7-\$10 for 7 days seems to be working fine so far.

3. Provide multiple background image options for the Facebook ad campaign

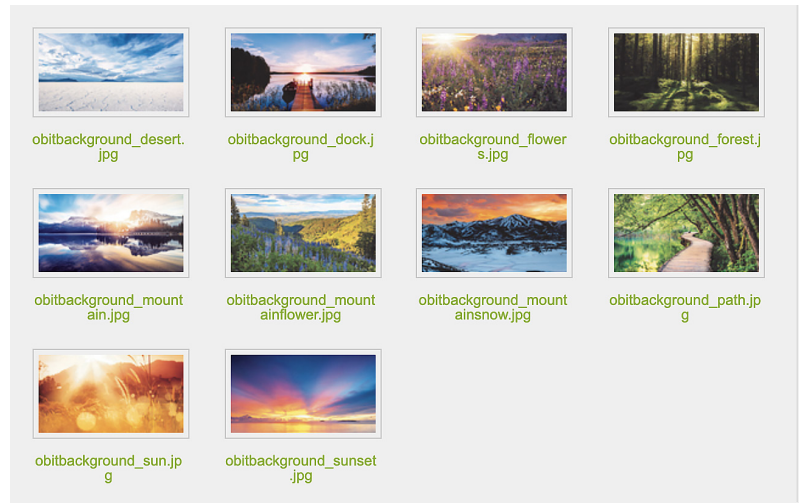
Instead of having a single background image only, several markets select multiple background images from their stock photography collection and make them available to funeral homes and families.

4. Communicate early and often with funeral homes and your inside sales team

Since funeral homes & inside sales are your partners in obituaries, a lot of early communication paves the way for a successful launch.

Here are some ideas:

- Send a letter or PowerPoint that outlines the new program and tells how it adds value (example attached from Syracuse Post-Standard).
- Send a video that explains the “whys and hows.”
 - See examples
 - Spokesperson – contact iPublish to personalize for your newspaper(s)
 - Whiteboard – contact iPublish to personalize for your newspapers
 - Make your own
- Host a webinar (iPublish Media Solutions is happy to help)
- Personally call or visit the key funeral directors in



your area to let them know the following benefits:

- Additional exposure for the funeral home (logo on ad)
- Ability to place a link to digital funeral if desired (like Zoom or other video service)
- Ability to target people the same age, that grew up in the same places, worked at the same places, attended the same school at the same time and that TODAY do not live in your community
- History of BEAUTIFUL condolences for family from people the family may not know, but who knew their loved one from earlier in life.
- Excellent feedback and “thank yous” to funeral directors who added this service

5. Incent funeral homes to include logos in print obituary to garner additional exposure on Facebook

Funeral home logos uploaded into a print obituary are automatically included in the Facebook ad campaign giving funeral homes additional exposure.

BONUS: Share your success!

Send screen shots or digital links to iPublish Media. We'd love to feature your work in our best practices to help newspapers across the country maximize this community program.