

Simply Speaking

How to use the “Funeral Planning FAQ Guide”

About the FAQ Guide

Families often find it difficult to talk about the funeral of a loved one, even if they understand that thinking about it and planning ahead is the smart thing to do. When they do think about it, they have many questions. Our job as funeral professionals is to alleviate their concerns and answer their questions.

This Frequently Asked Questions (FAQ) Guide helps to answer some of the most common questions families have about planning their funeral while providing space to write in some of their own thoughts and questions.

Once they’ve read through and written down their thoughts, the user is instructed to print out the guide and bring it to their local funeral director to start a conversation about planning ahead.

Getting people over their initial concerns and questions is the first step to getting them to plan ahead. This guide is a great resource to help you do that.

- Send the FAQ guide in an email to families you’ve served; see sample email below
- Post it on your website; see sample post below
- Promote it in your social media feeds; see best practices and sample posts below
- Consider creating paid digital ads to run on social media to promote the FAQ guide; some targeted social media ads could cost as little as \$5 for a targeted demographic of 5,000 people of a particular age range in your location

The digital marketing materials are designed to help families understand the benefits of planning and funding their funerals in advance. They provide increasing detail, moving consumers along the decision continuum. Use the following best practices to share this valuable information with the families you serve.

Website Post

- Keep it simple and scannable; readers should be able to view and act on your post within 10 seconds
- Use informal writing so the reader can relate to your post
- Use strong action verbs
- Keep paragraphs at two sentences max



SAMPLE WEBSITE POST:

It’s very common to have questions about preplanning and pre-funding your funeral. [View this informative FAQ guide](#) to learn more the preplanning process and why it’s such a critical step in your financial planning.

[Hyperlink the text “View this informative FAQ guide:”
https://www.globalatlantic.com/sites/default/files/upload/files/landing_pages/Funeral_Planning_FAQ_Guide.pdf]

Emails

- Write clear subject lines
- Address your reader by name
- Keep the content short and sweet – make sure it's scannable
- Deliver a strong call to action
- Say “thank you”

SAMPLE EMAIL TO A FAMILY YOU’VE SERVED:

Subject: The importance of preplanning and funding your funeral

Body:

Hello [Customer Name],

Preplanning your funeral is a critical step in protecting your family from unnecessary emotional and financial burden during a time of grief. It also ensures your final wishes are carried out as you envisioned. [View an informative FAQ guide](#) to learn more about the preplanning and funding process.

Please let me know if I can answer any questions for you. Thank you.

[Your signature and contact info]

[Hyperlink the text “View an informative FAQ guide:” https://www.globalatlantic.com/sites/default/files/upload/files/landing_pages/Funeral_Planning_FAQ_Guide.pdf]

Facebook Posts

- Keep Facebook posts between 40 and 80 characters – this could increase engagement by 86%
- Questions perform well on Facebook, but try to keep them short
- Keep hashtags to a minimum
- Add an image or video to your post to double engagement
- The ideal image size for Facebook posts is 1,200 x 628 pixels

SAMPLE POST (copy and paste all text and the URL into Facebook, which will include a thumbnail image automatically):

Do you have questions about preplanning your funeral? [View this informative FAQ guide](#) for answers to common questions.

https://www.globalatlantic.com/sites/default/files/upload/files/landing_pages/final/funeral-planning.html

Here’s what your Facebook post would look like:



Bob Smith
2 mins · 🧑🏻 · ▼

Do you have questions about preplanning your funeral? View this helpful FAQ guide for answers to common questions.

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FREQUENTLY ASKED QUESTIONS

GLOBALATLANTIC.COM
Funeral Planning FAQ Guide
This Frequently Asked Questions Guide helps to answer some of the most...

LinkedIn Posts

- Keep posts between 50 and 100 characters
- Avoid question marks
- Use exclamation points
- The ideal image size for LinkedIn posts is 552 x 368 pixels

SAMPLE POST (copy and paste all text and the URL into LinkedIn, which will include a thumbnail image automatically):

It's normal to have questions on preplanning your funeral! [View this FAQ guide](https://www.globalatlantic.com/sites/default/files/upload/files/landing_pages/final/funeral-planning.html) for answers to common questions.

https://www.globalatlantic.com/sites/default/files/upload/files/landing_pages/final/funeral-planning.html

Here's what your LinkedIn post would look like:



Bob Smith
Smith Funeral Home

It's normal to have questions on preplanning your funeral! View this helpful FAQ guide for answers to common questions.

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FREQUENTLY ASKED QUESTIONS

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globalatlantic.com

Download additional digital marketing pieces and how to use guides on the Grow My Business page of the Global Atlantic agent portal.

[globalatlantic.com](https://www.globalatlantic.com)

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