March 23, 2020

Funeral Home Advertising addressing COVID-19

As the country addresses the Corona Virus situation, there are messages funeral homes and funeral directors can be sending out to the public. Perhaps the most important of which is the fact that funeral homes can continue to serve the public even during periods of isolation.

MKJ has created two advertisements for use on television, websites and social media. One is a public service message saluting the first responders, medical professionals and law enforcement.

The second addresses internet broadcasting or live-streaming of funeral services. Many families may intend to return once the virus disappears, but it’s likely other priorities will take precedent over memorial services and funerals. Internet broadcasting of services is evidence of your firm’s technological advancement and demonstrates your preparedness for every contingency.

Because MKJ believes in the importance of these messages, they are made available at a special reduced licensing fee of $3500 each, or $5000 for both. MKJ will personalize the advertisements with your logo, domain address and/or phone number.

To view the advertisements, click on the below domain address to visit a website featuring the two advertisements.

https://spaces.hightail.com/space/dGZiY1qCyf

For additional information, visit mkjmarketing.com or telephone me.

Keep well.

Glenn Gould