



E. Todd Fowler,
Funeral Director
513-331-8101

To Whom It May Concern,

Your Google My Business social media account is possibly your most powerful and affordable tool to reach families at the moment they need you. By now you have heard or even said, “Google it!” Reach people when they are searching for a deathcare provider! Google has a free platform available for you to use. Here are a few tips I’ve learned to improve your search results

1. Open a Google Business Profile account
2. Complete your business information.
3. Add services and products
4. Add photos and videos

Personalize! Personalize! Personalize your Google Business Profile!

As we know, the funeral business is competitive! Deathcare advertising has moved online! Why? Because that is where all the decision makers find information to make a decision.

Take advantage of every opportunity to set your firm apart! As a licensed Funeral Director I understand the business firsthand and how to reach families online. With millions of views on Google I have helped other firms gain new families to serve, and I believe I can help you too.

Sincerely,

E Todd Fowler
Funeral Director
www.etoddowler.com