

Case Study: **FOUND AND SONS** FUNERAL CHAPELS • CREMATION SERVICE



➤ CLIENT

- Found & Sons Funeral Chapels and Cremation Service, with locations in Fredericksburg and Culpeper, has been working with Gig Strategic for their marketing plan since 2021.
- We put our heads together for a nuanced, thoughtful marketing plan to boost web visibility for their family-owned funeral home.
- This plan has involved different strategies for different locations and services, across SEO, Google Ads, Social Media Management, and Blogging.

➤ KEY RESULTS:

- SEO For Fredericksburg, VA
Location – 28 Keywords on Page 1 across Google and Bing. 9 Rankings At #1.
- Google Ad Campaign for distinct arm of the business – Virginia Cremation Services. Results over 2+ years –
 - 76,000+ Impressions
 - 9,400+ Clicks
 - 250+ Conversions
- Thoughtful Social Media + Blog Entries to show Found & Sons' expertise in the field. Green Burial, Why Being Family Owned Matters, Stages of Grief, etc.