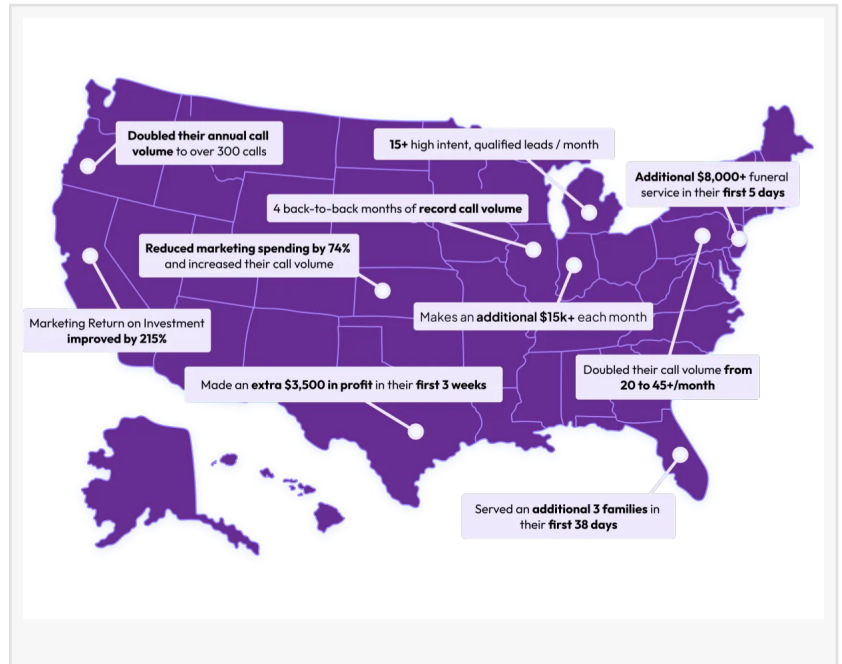


FirstCall Marketing Sets New Standard in Funeral Home Marketing with Transparent, AI-Powered Growth Solutions

Specialized Digital Marketing Firm Delivers Measurable Growth for Funeral Homes

LEHI, UT, UNITED STATES, July 29, 2025 /EINPresswire.com/ -- As more families turn to digital platforms to search for funeral services, many local funeral homes are realizing that outdated marketing strategies are no longer effective. [FirstCall Marketing](#), headquartered at 3300 Triumph Blvd Suite 100, Lehi, UT 84043, is helping funeral homes nationwide evolve with purpose. With its specialized focus and AI-powered marketing tools, FirstCall Marketing is redefining how funeral homes connect with local families, generate qualified leads, and track real return on investment.



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Our funeral home clients care about calls, conversions, and closed cases—and we give them full visibility into all of it.”

Scott Jensen

Founded with the understanding that funeral professionals need a marketing partner who understands their business, FirstCall Marketing offers a full range of digital marketing services tailored specifically for funeral homes and cremation providers. These include paid advertising, search engine optimization (SEO), Local Service Ads (LSAs), social media strategy, reputation management, and website chat systems. The agency’s approach is built on transparency, performance, and simplicity—values that are

deeply aligned with the funeral profession itself.

“Most funeral directors don’t have time to decode marketing reports or babysit campaigns,” said Scott Jensen, co-founder of FirstCall Marketing. “They want something that works, they want it

tracked, and they want to understand where their budget is going. That's exactly what we've built."

What makes FirstCall Marketing stand out is its deep specialization in the funeral and cremation industry. Rather than offering generic marketing services, FirstCall takes a custom-built approach, using insights from case studies and their experience working with dozens of funeral home clients across the country.

Whether it's optimizing Google Ads to show up when families search "funeral home near me," managing local SEO to help clients rank higher organically, or building review generation tools that improve trust online, every campaign is carefully crafted around the needs of the profession.

"We're not interested in vanity metrics," said Scott. "Our clients care about calls, conversions, and closed cases—and we give them full visibility into all of it."

One of FirstCall Marketing's most praised features is its ability to separate the noise from actual results. Using proprietary analytics and AI tools, clients are given full access to reports that differentiate between leads generated by the agency and those the funeral home would have received organically.

"Call tracking is a core part of our promise," said Trevor Brown, co-founder of FirstCall Marketing. "We help owners understand which calls and cases came from our efforts and which were unrelated. That level of transparency builds trust and gives our clients the clarity they've been missing with other marketing companies."

The team also highlights performance reviews, click-to-call conversion tracking, landing page optimization, and AI-based ad tuning as part of its unique formula. Clients often report measurable results within the first 60 days.

Another key differentiator is FirstCall Marketing's no-contract policy. Clients are free to leave at any time, though the company's retention rate of over 95% speaks volumes about the value it consistently delivers. This flexible structure has made it an attractive choice for both independent funeral homes and family-run cremation providers who need strong results without long-term risk.

In addition to flexibility, FirstCall's onboarding process is designed to be stress-free. From an



initial 30-minute video consultation to custom campaign setup and dedicated account management, clients can get started with minimal time investment.

FirstCall Marketing has earned a strong reputation for service and performance, with dozens of five-star reviews from funeral professionals across the country.

"We fired our old marketing agency and hired FirstCall. My phone hasn't stopped ringing and my profits have gone up," said Matthew Bajt, owner of Chicago Modest Cremation. "They're worth every cent."

Other testimonials highlight the agency's customer service, responsiveness, and focus on delivering actual booked calls and cases, rather than vague metrics.

With over 10,000 qualified leads generated and counting, FirstCall Marketing continues to expand its impact across the funeral profession. In a time when consumer behavior is shifting online faster than ever, the agency remains focused on helping local funeral homes stay visible, relevant, and ready to serve.

"We believe in partnering with funeral directors, not just managing campaigns for them," said Scott. "This is a profession built on care, service, and trust. That's how we run our business too."

Funeral homes interested in learning more about how FirstCall Marketing can help grow their business are invited to request a free marketing analysis at www.firstcall.marketing or call +1 385-402-8282.

Trevor Brown
FirstCall Marketing
[email us here](#)

Visit us on social media:
[LinkedIn](#)

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