

FREE GUIDE

Review

YOUR VA

HOW TO USE
TESTIMONIALS

YOUR GUIDE TO TESTIMONIALS

Customer testimonials can be one of the most powerful marketing tools a business can have. Testimonials use the influence of **social proof**, where customers look to their peers to validate the credibility of a business. By integrating different types of testimonials into your online presence, you can increase conversion rates and customer engagement.

Not only do testimonials streamline word of mouth referrals, but they reinforce the claims you make by directly relating back to personal experiences.

In short, testimonials are priceless and asking for them should be part of your internal processes.

THIS GUIDE COVERS:

- Testimonial formats
- How to ask for a testimonial
- Creating your testimonials
- Where to use your testimonials

TESTIMONIAL **FORMAT OPTIONS**

QUOTES

Using quotes directly from your customers is highly effective. These demonstrate support for your brand by explaining how you have earned the trust of previous customers through their experience. The nature of this format makes it easy to repurpose in a number of ways.

SOCIAL MEDIA

When your clients engage with your social media by commenting, reviewing, tagging or sharing, this is the perfect place to find testimonials. Because social media is public, your prospects know they can easily verify the authenticity of testimonials which builds credibility and trust. By regularly engaging on your platforms and encouraging people to contribute to open discussions, you can improve the rate at which customers leave testimonials.

VIDEO

Video testimonials have grown in popularity, and it's not surprising why. The power of visuals leaves a big impression that stands out against written testimonials. The fact that they are easily shareable and digestible means that more people can learn about your brand, which will ideally translate into an improved rate of lead conversions.

INTERVIEWS

Interviews with your clients allow you to get more details about their specific experience with your company. When conducting your interview, you want to get information that tells a story about how and why they came to buy from you. If possible, record the interview as a video and publish it in an audio/video form, have it transcribed and publish the text. Like quotes, they can easily be repurposed and shared on your website and social media.

CASE STUDIES

Case studies offer your visitors an in-depth analysis of a customer's experience with your business, going a step beyond an interview. These normally include facts and data so people have more information about what they are being recommended rather than just vague claims. A case study takes the reader on a journey: problem, solution offered, execution and experience. You add snippets from the study to your website and link to the full analysis so that you also cater to shorter attention spans.

BLOG REVIEWS

Most people agree that testimonials are best when they are shorter, people are unlikely to read long reviews all across your website. But, this leaves a gap for long-form testimonials that are still effective, a perfect example of this being blog post reviews. Just like with case studies, you can have a small extract on your website where visitors can click a link to read the full post.

PRESS

Being featured in the media, whether it's a magazine, newspaper or TV, can be a game changer for your business. It leads to widespread exposure to thousands of people and drastically improves brand awareness. This kind of testimonial is hard to obtain, and you want it to be showing your business in a positive light. But if you manage to secure this opportunity, be sure to maximise the potential of it by sharing related content on your website, blog and social media.

ONLINE

Online reviews, particularly Google reviews are an extremely powerful tool. Not only are they easy for your clients to make, they improve your search ranking (often over competitors with less reviews) and are visible to your prospects as they Google what you offer.

Yelp, Facebook and TrustPilot are just a few of the multiple review sites available, and choosing the right platform to send your happy clients depends on your industry. TIP - Follow up with every client asking them to place an online review as part of your after-sales process. **Of all the formats, online reviews have the most benefits for your brand.**

HOW TO ASK FOR TESTIMONIALS

Now that you know all about what types of testimonials you can use, all you need to know is how to get them! Luckily for you, getting testimonials is a relatively simple process, it comes down to **listening and asking**.

NOTE: You must have permission to share a testimonial.

We suggest copying or linking to all reviews in a folder or document so you can use them again, add to them in the future, or create case studies and white papers (which you can nicely format in Canva).

Here's just a couple of ways to get testimonials:

- Save quotes and feedback received in emails.
- Listen for positive comments made online.
- Ask for them directly in a customer satisfaction survey.
- As part of your after-sales, ask for a Google review.
- Approach a happy client about doing an interview or case study.
- Ask for a testimonial as part of your exit process with clients.

HOW TO

CREATE

TESTIMONIALS

LENGTH

The general rule for most testimonials is the shorter the better. However the length can vary depending on where your prospect is at in their buyer journey. Cold prospects consume short posts on social media or your website. As they move through their journey, more lengthy testimonials and case studies will help them in their decision-making process.

DIRECTNESS

To optimise your testimonials, keep them direct. By putting the most impactful statements at the beginning and emphasising the most direct keywords, even prospects just scanning your testimonial will understand why you are being recommended.

AUTHENTICITY

The reason we love testimonials so much is because a customer's language is much more natural than any copy you could write. You want your testimonial to be authentic throughout otherwise it will just feel like an ad, which could deter your customers.

DETAILS

Adding as much information to your testimonial as you can while still keeping it concise will boost credibility. By including something as simple as the client's name, title and/or company, this makes them far more trustworthy than if they were anonymous. Equally important, including visual elements like a photo or company logo also means people will find the testimonial more believable.

SPECIFICITY

Just as the detail accompanying the testimonial helps potential customers engage with them, you want the testimonials themselves to be specific in what they are recommending.

Testimonials help support the claims you make as a business. Aim for testimonials that speak on a specific aspect of your business as that will be the most useful to your audience.

WHERE TO USE YOUR TESTIMONIALS

TESTIMONIAL PAGES

You might think a testimonial page is your best option for displaying recommendations. It's a common practice and you can make these pages very compelling with a sophisticated design (check out [our testimonial page](#) for reference).

However, it pays to exercise caution with testimonial pages, since grouping everything together may not have the desired outcome you're after. It's common for testimonial pages to attract few visitors with a perception they are a sales pitch (pick of the bunch) rather than honest feedback.

If marketing tactics on a testimonial page are too overt, this can be off-putting and take your testimonials out of context so you don't get the most out of them. With a quality layout and careful strategy, you can optimise a page to give your customers a one-stop-shop to validate the credibility of your business, but don't underestimate the importance of optimising your testimonials in other parts of your website.

MARKETING ASSETS

Include your testimonials in...

- Proposals and Quotes
- Landing Pages
- Email Sequences
- Newsletters
- Site Popups
- Ad campaigns

SOCIAL MEDIA

You can add testimonials to social media by...

- Sharing short quotes in branded image posts.
- Sharing video testimonials.
- Summarising or quoting long form testimonials, linking to the full testimonial on your site.
- Including them in your 'about' information.
- Remembering to ask for social media reviews. LinkedIn recommendations work very well for B2B whereas B2C customers may be better served by Facebook reviews.

OTHER OPTIONS

There are many different ways you can utilise testimonials. Try putting them where they are most relevant. If a testimonial mentions a specific project, product or service, add it to the page with all of the other information your customer will need to learn about it.

If you have a glowing review you're proud of or a testimonial from a notable figure in your industry, put these on your most popular pages. Check your analytics to see what sections of your website draw the most traffic, including your 'Home' and 'About' pages, and place your best testimonials for everyone to see. Another way you can utilise analytics is by putting testimonials with keywords on pages optimised for those respective words and phrases.

NEXT STEPS:

ONGOING SUPPORT?

BOOK A DISCOVERY CALL TODAY

NEED HELP IN A HURRY?

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