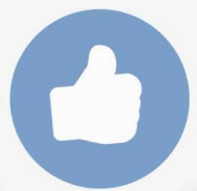


# THE ESSENTIAL GUIDE TO TANTALIZING TESTIMONIALS:



HOW TO GET AND USE  
**CUSTOMER  
FEEDBACK**  
TO **BOOST** YOUR  
**SOCIAL PROOF**  
AND **CATAPULT**  
YOUR **SALES!**



# WHAT IS A TESTIMONIAL?

An endorsement or declaration from a customer that testifies to the quality, effectiveness, or value of another person, product, or service.

Testimonials serve as **social proof** and **validate** that you and your business are reputable, credible, valuable, and trustworthy.

Testimonials are not necessarily the same as case studies or online reviews.

A **case study** is content that is developed and published by a business for the purpose of outlining or detailing their success with a client or customer. A case study is meant to help prospective customers understand how a business or person can assist them. However, since case studies are developed by a business, they are considered biased in favor of the business and often self congratulating whereas testimonials are considered unbiased and more authentic

## Leadpages

How Leadpages Used Drift to Increase Their Conversion Rate by 36%

**Rock & Roll Hall of Fame Grows Its Audience By 81% With HubSpot**

Rock & Roll Hall of Fame uses HubSpot and Facebook Messenger to grow its customer base and give them a rockstar experience.

[Read their story](#) [▶ Play video](#)

Risa Goehry  
Rock & Roll Hall of Fame



### CASE STUDY



Learn how Leadpages uses Drift to proactively reach out to their best leads.

The Power of Saying "Hello"

Welcome Messages

How Customer Conversations Bring Teams Together

The First Campaign



An **online review** is feedback from a customer who has purchased, used or experienced a product or service. These reviews are typically hosted by third-party sites, such as Yelp, Angie's List, or Facebook. Often these reviews are questionable since there's no way to confirm the legitimacy of the reviewer and whether they have actually tried the product or service being reviewed. Reviewers and third-party sites control online reviews.

**A** **Review: Dentistry Service**  
5 years ago

Dr. George Papastergiou has been my dentist for a number of years. My whole family goes to him, my two daughters and my husband and I. All of us. My daughter uses him for cosmetic dentistry. I used him for cosmetic dentistry and general dentistry and cleaning.

I think he is fantastic. He is caring and confident. There was a point in time when I lost a prosthetic tooth and he came over to take care of me on a Saturday. He is out of town but he helped me get another dentist in the city that I was staying and he did take care of it as soon as I got back he finished the work. He is wonderful. He had a really thoughtful staff.

**April C.**  
Wrote a review



**Electrisource**



If I could give more stars, I would. Victor is very professional and honest, his work is impeccable, he does what he says he will do, and he gets the job done in a timely manner. I reached out to have...

[Continue reading](#)



**Christy Brennan Soukhamneut** reviewed **A Visual Business** — **5★**

January 13, 2017 · 🌐

Kristen is a talented professional. She is responsive and delivers on time and in budget. She understands the scope of work and explains her services well. If other professionals are needed to complete a project she lets you know in advance. If you are a small to mid-sized business in need of help with your digital visibility, I would highly recommend reaching out to Kristen.

Testimonials are like a hybrid of a case study and an online review. They are unbiased feedback about a product or service published by a business from legitimate customers who have first hand experience with the business' product or service.

# THE IMPACT OF TESTIMONIALS ON YOUR BUSINESS

Does what other people say about your business really impact your bottom line and your success? Just how effective are testimonials?

Once you understand the value of testimonials, you'll better understand what you're trying to accomplish with each testimonial. And, you'll see how testimonials can have the power to affect your sales.

**92%**

of people said they read testimonials when considering a purchase.

(Source: Vendasta)

**92%**

of consumers are more likely to trust non-paid recommendations than any other type of advertising.

(Source: Nielson)

**62%**

increase in revenue per customer when using customer testimonials.

(Source: CrazyEgg)

## Testimonials help your business:

- ✓ Confirm your selling points more tangibly
- ✓ Overcome objections and guide prospects in the buying journey
- ✓ Humanize your brand and create emotional appeal
- ✓ Support your assertions with real-life examples from real people
- ✓ Provide proof from unbiased sources
- ✓ Create credibility and trustworthiness

**These benefits mean that testimonials result in more leads, more sales, and more money for you!**



# HOW YOU CAN GET TANTALIZING TESTIMONIALS

Ask Questions!

**The goal of a testimonial is to address the concerns, doubts, and objections a potential customer may have.**

In order to get feedback that helps with this goal, you need to ask questions that spark conversations with your customers.

## Topics That Spark Conversation

- ✓ Before and After
- ✓ Benefits
- ✓ Objections
- ✓ Specific Results with Metrics - Proof over praise
- ✓ Achievements (Goals, Desires, Improvements)

## What to Ask - Sample Questions You Can Use to Get Customer Feedback

Ask open-ended questions that require more than a yes or no answer.

1. What was your situation before you started using our product/service?
2. What was it like working with our company?
3. What's the biggest benefit you've seen as a result of using our product/service?
4. What was the obstacle that would have prevented you from buying this product/service?
5. What did you experience as a result of buying this product/service?
6. What specific feature did you like most and why?
7. Would you recommend this product/service? If so, why?
8. How much money did our product save you? (Or, how much did your revenue increase?)
9. How much time does our product save you each day/week/month?

# Two Steps to Getting the Answers You're Looking

## Step 1: Reach Out

Reach out to your clients or customers. You've got to contact customers to get the conversation started. Ways to reach out:

- ✓ Email
- ✓ Phone call
- ✓ Interview
- ✓ Survey
- ✓ Facebook group
- ✓ Slack

## SAMPLE COMMUNICATIONS FOR REACHING OUT TO CLIENTS/CUSTOMERS

"What's your recent experience with us been like so far?"

"You've been a client or a while, and I'd love for you to share your story with me during a 30-minute phone conversation. Please pick a time below. After our call, I'll send you [INSERT GIFT] as a big thank you!"

"It looks like things are going well with [INSERT PRODUCT OR SERVICE]. We'd love for you to share your feedback in this short survey."

## Step 2: Follow Up

Follow up with clients or customers to ask more questions depending on their response - or lack of response. During the follow up, put together a testimonial based on the answers they provided. Then send it to them to ask for their approval. Follow up by email so that you get their feedback, changes, or permission in writing.

- ✓ Email
- ✓ Phone call
- ✓ Slack



## SAMPLE COMMUNICATIONS FOR FOLLOWING UP WITH CLIENTS/CUSTOMERS

"That's SO interesting! Will you tell me more about [INSERT REFERENCE TO THEIR FEEDBACK]?"

"Here are a few sentences I put together based on our conversation. May I use these on our website and in our marketing collateral?"

"What you said would make an awesome testimonial. I edited it a bit for brevity, but I'd like to post this on our website with your name, title, and company. Is this okay with you?"

### **BONUS! Turn Feedback into a Story**

A great customer testimonial tells a story.

You may be able to construct a narrative after receiving your customer's feedback. This won't always be the case. But sometimes it will.

After all, the questions you ask somewhat outline the customer's journey, their objections, their pain points, and the positive results they experienced. And there's probably a story in there somewhere.

- ✓ Before
- ✓ During
- ✓ After

If you get a customer who is very descriptive and detailed, you may be able to use their answers as a story. Or, you may be able to craft a story out of the content they provide you.

Either way, you'll need to follow up with them to get their approval and permission related to any edits you make and in regard to sharing their information publicly in a testimonial form.

# HOW TO BRING YOUR TESTIMONIALS TO LIFE

Not all testimonials are created equal. The more detail and information you provide in your testimonial, the more effective, credible, and helpful it will be to your bottom line. Here are a few ways you can put a real person behind the testimonial.

## Video

Video legitimizes the person and their feedback. If you can, encourage your customers to record their feedback to your questions in a video. It doesn't have to be fancy or high tech. They can use a smartphone to record the video. Responding to a few of those questions via video will be powerful.

## High Quality Headshot Photo

If video isn't an option, get a headshot photo of your customer to accompany the testimonial. Just like video, you're legitimizing these testimonials and proving that there's a real person behind the words.

## First and Last Name Title

## Business Name and Website URL

Include your client's name, title, business name, and even their website to establish their credibility, which will also boost your credibility.

## Date or Years as Customer (Optional)

If your testimonials are from customers or long-time clients, consider including the years that they've been with you. For instance, you could include a line like "Customer for five years" somewhere in their information. This builds trustworthiness and credibility by showing that you've been in business for a while. People will associate long-time customers with customer satisfaction and reliability.



# TESTIMONIAL PRO TIPS

## Get permission and get it in writing!

Always get your client or customer's permission before publishing a testimonial from them. AND...get it in writing so that you have proof of their permission.

## Create urgency and offer an incentive.

Create a reason for your customers to reply to your questions quickly. This isn't a bribe. You're not paying them to give you feedback. You're offering them an incentive to act quickly. Think of it as rewarding them for taking quick action.

You could offer a gift card, access to a course, or a discount off a future purchase. Just make sure the incentive you choose is something people want right now. Otherwise, it won't urge people to respond quickly.

## Provide a sample testimonial when needed.

There may be times when customers offer to write a testimonial. Offer guidance in the form of open-ended questions. Provide an example or two of the format you desire for your testimonial to help people understand what to include in their testimonial.

## Never, ever fake it.

No matter what, do not fabricate customer testimonials.

## Promote, promote, promote!

Once you've got your testimonials in hand, PROMOTE them! It's up to you to get the words of your clients in front of your prospective customers!

Put them on your website - on the home page, in the sidebar, throughout your blog, and on a testimonials page. Share the testimonials on social media, in your emails, and in marketing collateral.

**REMEMBER...your customer's transformation and the benefits they receive from your product or service validate and legitimize your business. At the end of the day, what your customers say about your business outweighs what your salespeople or copywriters say! So, let your customers do the marketing and sales for you through their testimonials.**