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Social Proof

Dear :

We've already gone over **Social Proof** - what it is, and why it's important. Briefly: it's positive comments by other customers. These comments - text, audio, video, pictures - can influence prospects that your goods & services are worth purchasing. They can also reinforce the idea that a purchaser has made the right choice, reducing the risk of buyer's remorse.



However, it's important to go over gathering and displaying social proof in more detail.

I recommend a plug-in to collect and display testimonials on my clients' websites. I find that testimonials increase sales, sometimes by as much as 15%. While they collect and display mostly text testimonials - literally, good words about my clients - I find that photo and video testimonials are even more effective.

However, customers often must be lead by the nose to leave testimonials. It's important to have an employee dedicated to walking a customer through the process, if you can. And if you're going to lead them through the process, you should probably be taking stills and video of them! Again, written testimonials are good, but still pix are better, and video is the best.

If you're going to shoot them leaving a video testimonial, it doesn't hurt to give them a script outline. That's not cheating. Just don't give everyone the exact same script. Tell them to fill in the blanks with their own words. I'd give them something like this:

Hi, I'm [first name]. I just bought [items/services]. I've been buying from [business name] for [length of time] and I'm [emotion]. [Describe your thoughts and feelings here] I can recommend [business name] for [items/services].

Get the video up on your website and share it to your social media feed immediately. Ideally, get a positive testimonial up every day. Shoot or produce multiple clips, photos, and written blurbs each business day.

If you need help setting up or tweaking a basic or advanced social proof collection system, please reach out to me.



Shh - don't tell anyone! Actually, go ahead. Next week I'll be in NYC, taking a tour of all the wildlife parks in the city - Bronx, Brooklyn, Central Park, Queens. Who knew there were so many? I'll be checking my email in the evenings, so please be patient. You can call/text me at the number below if you need to. Expect to see a few of my shots when I get back.

Thanks for reading. I hope you find our emails helpful and educational.

Until next time, be well and stay healthy & happy!

Very best,

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