

Video Testimonial Use Cases



How to Use Video Testimonials in Your Business

You can use customer video testimonials in several ways, with the best use being in marketing. Videos have a 95% retention rate, which means people who watch a video remember as much as 95% of it as compared to text, where they only remember 12%.

Research shows that 85% of consumers look for reviews before making a purchase. Video testimonials by your customers do a great job of persuading people to take action.

1. Sales Funnel (landing page or sales page)

- a. You can use a video testimonial for awareness and develop an interest in your product or service (at the top of the funnel). Generate leads by putting a sign-up call to action or to schedule a call with you (or your reps).
- b. A video testimonial can be used towards the bottom of the funnel to generate sales by converting leads into sales. It all depends on the content of the testimonial. You're the judge here.
- c. Once a customer does decide to purchase something, watching a video testimonial (or reading online reviews) suddenly becomes part of their due diligence, and customers will invest the time and attention required to feel good about their purchase.
- d. The content of the testimonial should be relevant to the landing page. It should support the purpose of your landing page.

2. Social Media Post

- a. If you can repurpose your longer testimonial videos into shorter snippets that can be quickly consumed on social media, you can create a PR opportunity that lets everyone know how extensive and important your customer base is.
- b. Think of LinkedIn, Facebook, Instagram, Twitter, Snapchat, and all the other social networking platforms. You can publish video testimonials on all of these sites. What's important is that you add a link to an appropriate landing page with the testimonials so as to generate leads.

3. Social Media Ads

- a. Posting on your business social media accounts will mean that the video will be seen by your followers only. They're already following you, and most of them might be your existing customers, so sharing video with your followers might not give you the highest outcome.
- b. In order to show customer video testimonials to your target audience, you should run an ad campaign on your preferred social media network (e.g., Facebook, Instagram, Twitter, LinkedIn, etc.). The ad, in this case, should be short and persuasive.
- c. It's best to tweak a customer testimonial before running an ad. Maybe try adding product details, a powerful headline, and emotional triggers to make sure it converts.

4. As a Case Study

- a. Each testimonial is a full-fledged case study that helped a customer solve a problem. What's better than sharing the exact method in a step-by-step case study with your audience members so they can get inspiration?
- b. For instance, if you have achieved awesome results for a client, you can create a detailed case study that covers all the aspects in detail and then share it with your audience.
- c. Statistics show that case studies help in the conversion and acceleration of lead generation in B2B. While videos are exceptionally great in convincing people to take action, a customer testimonial video doesn't provide in-depth information. It doesn't answer all the questions.
- d. A case study, however, provides answers to all the steps, which makes it easier for readers to replicate. This is why it's essential that you convert your best video testimonials into in-depth case studies and share them with your ideal customers.

5. As a Blog Post

- a. Blogging is the top priority of marketers as blog posts drive organic traffic. Blogs are rated the 5th most trusted source of information.
- b. Of course, you have to be creative here. You cannot just use the transcription of the testimonial as a blog post. Similarly, simply publishing a video testimonial as a blog post won't deliver value to the readers

- c. Use video in a blog post to refer to a specific feature the customer has emphasized in the video. This will make your blog post trustworthy and credible.
- d. Create a post featuring the testimonial. Add more content, add value, and make it informative (instead of promotional) for the readers. Video testimonials are often considered promotional; write an informative post to reduce the promotional effect.
- e. The best thing about using customer review videos in blog posts is that blog posts drive organic traffic, and it's easier to showcase testimonials to organic traffic. A customer testimonial video residing on your landing page or YouTube channel doesn't drive any traffic, so your best bet is to use a blog post.

6. Email/Newsletter

- a. Video testimonials provide you with a great opportunity to engage with your subscribers and bring them back. Not all subscribers are active buyers, and they belong to different funnel stages.
- b. For those who haven't purchased from you yet, send customer testimonial videos via email and persuade them to become customers.
- c. You don't have to necessarily send a link to the video or embed it; you can create a compelling short story around the testimonial. Sending a recommendation from someone who has used your product has a different impact than you praising your own product.

7. Website Home page

- a. The home page of your website will give the first impression of your business, and you want to start off on the right foot.
- b. Video testimonials also work well on your “About Us” page, as it is a logical location for customers to look for them.

8. Social Proof for Webinars

- a. Are you currently using webinars to promote and educate your audience? If you are, then you can show these video testimonials during your sessions to improve the conversions drastically.
- b. If you are not yet using webinars, having a video testimonial will give you the confidence to start with them and generate revenue while nurturing your customer base.

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