



Why Video
Testimonials Are
Important To

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Customer testimonials have been popular among marketers for ages (and with good reason). Displaying customer testimonials is crucial to bolster your credibility and increase the likelihood of visitors becoming customers. Smart, strategic testimonials persuade visitors to do business with you better than you ever could on your own.

The modern version of this practice—video testimonials—takes its effectiveness to the next level. Written testimonials are far better than no testimonials at all, but video testimonials blow written testimonials out of the water. With 65% of consumers classified as visual learners, this is an effective way to communicate messages about your business in an understandable and engaging way.

Core Benefits

Let's take a look at the 6 main reasons why you should be using video testimonials in your own marketing.

1. Videos Trigger Emotions

- a. No matter how much we tell ourselves that we only make rational decisions, emotion is a primary driver of decision-making. When it comes to evoking emotions, nothing beats video.

- b. The human brain is hardwired to pay attention to faces, colors, and motion. Videos attract people’s attention in ways that text and even images just can’t. Undivided attention is the beginning of an emotional connection.
- c. When a customer is visibly thankful, relieved, or happy because of your product, potential customers will feel it, too. All of the emotions that you struggle day in and day out to evoke in your customers, are achieved in seconds with a video testimonial.

2. Video Has a Higher Retention Rate Than Text

- a. There are many reasons why video makes content “stickier” in people’s minds. The emotional connections we just discussed, for example, activate emotional centers in the brain, which have been shown to increase information retention.
- b. Storytelling has a similar effect on the brain. Our brains are particularly attuned to stories—and that’s exactly what testimonials provide. Stories of people overcoming problems are particularly irresistible. Again, that’s perfect for testimonials.

3. People Prefer Video

- a. 59% of executives would rather watch a video than reading text on the same topic.
- b. 4 times as many customers would rather watch a video about a product than reading about it.

- c This preference extends beyond web content. Including the word “video” in an email subject line was shown to increase open rates by 19%. Click-throughs jumped an astonishing 65%, and unsubscribes went down by 26%.

4. Videos Get Shared

- a. You might be surprised to find out that people share videos more than they do text and images—twelve times more, in fact, than text and images combined.

5. Consumers Trust User Reviews

- a. If your readers or viewers trust the reviews or testimonials that they see, they’re more likely to buy your product. Fortunately, people trust reviews from strangers as much or more than they trust friends or family members.
- b. It’s crucial to encourage a relaxed atmosphere when filming testimonials so your subjects speak naturally and do not sound like they’re reading from a script.

6. Social Proof Is a Powerful Decision-Making Factor

- a Social proof is one of the six factors identified in Robert Cialdini’s 1984 classic, *Influence: Science and Practice*.

- b. Numerous studies reinforce the power of social proof. Customer reviews have been shown to be very trustworthy—sometimes even as trustworthy as personal recommendations. User reviews, ratings, comments, social media posts, and other forms of consumer-generated content are powerful tools.
- c. To maximize the social proof value of your video testimonial, you'll want the subject of the video to be a representative of your general customer base.

Video Testimonials as High Converting Tools

The ultimate goal of any marketing tactic is to convert potential customers into paying ones. For all the reasons above, video testimonials are great at converting.

The Content Marketing Institute's 2018 benchmarks study asked professional content marketers which tactics were the most effective for meeting their organization's goals. Case studies were ranked as #2, only behind ebooks and whitepapers. Videos were #3 on the list of content types that are most often used by content marketers.

Skeptical users get reassured that the people you hold out as happy customers are authentic and genuinely satisfied with your business. It eases suspicions about companies manufacturing testimonials and using stock photos because video testimonials are difficult to fake.

Video testimonials are also a lot more personable than their written counterparts. Justin Nassiri from VideoGenie estimates that users spend an average of 100 seconds watching video testimonials—a good deal of time more than the cursory glances they give to written testimonials.

Some of the biggest brands in the world, including GE, Ford, Salesforce, and Dove, invest significant amounts of time and money in creating video testimonials. They're seen during the Super Bowl, on primetime TV, and all over the Internet.

There's a reason that so many content marketers are using both video and testimonials: because they work.

Fun facts

In a case study performed by Marketing Experiments, an online registration page for a consumer credit-counseling company (with no testimonial) was compared to two treatment pages: one featuring a written testimonial, the other featuring a video testimonial.

The treatment page with the written testimonial only experienced a 25% conversion lift, compared to the original page with no testimonial, which is good, but not great.

By comparison, the treatment page with the video testimonial received a whopping 201% — yes, you read that right!—conversion lift compared to the control page with no testimonial.

Some More Facts

- 72% of consumers say positive reviews and testimonials make them trust a business more. —BigCommerce, Inc.
- Customer testimonials have the highest effectiveness rating for content marketing at 89%. —Boast.com
- A 2014 study found customers spend 31% more with businesses that have good client testimonials. —Spectoos

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