

Insightful Marketing

Smart Marketing Tips from Insight Consulting

Second Quarter
2007

In this issue:

[How to Get and Ask for Testimonials](#)

[The Power of Using Testimonials in Marketing](#)

- **The Power of Using Testimonials in Marketing**



Why You Should Use Testimonials in Your Marketing

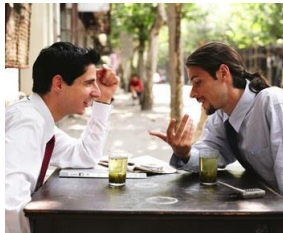
Customer testimonials are a valuable marketing tool that can enhance the power of your marketing messages.

Testimonials show your prospects that customers are so happy with your product or service that they are willing to speak publicly about it. A satisfied customer's personal recommendation can enhance your credibility and increase sales.

How to Use Testimonials

Testimonials can be used in a number of different marketing pieces. Carefully select which testimonials to use. Ask these questions: Does this testimonial state a specific benefit gained by using my product or service? Does it illustrate the marketing message that I am trying to communicate?

How to Get and Ask for Testimonials



Collecting Testimonials

Testimonials can be unsolicited, obtained through a feedback form, or received by politely asking for one.

The best compliment is when a customer sends you a letter praising your services. Don't hesitate to ask permission to use that letter in your marketing. Show your customer exactly how you would like to use their testimonial so they are comfortable saying "yes".

When you finish a project or sell a product, include a brief feedback form that has both quantitative and

open-ended questions. First, ask your customer to rate you on a few dimensions on a scale of 1- 10 and then ask them why they rated you as they did. With the results, you will have solid testimonials and the data to advertise that "95% of our customers rated our service outstanding."

Probably the easiest way to receive a customer testimonial is to ask. Be sure to explain what you are doing and why. If you hear a customer talking favorably about your product or service, ask them for permission to quote them.

More About Asking for Testimonials

Sometimes, a customer would be happy to "give you props" but they are not comfortable with their own writing style.

Say something like this: "I would really appreciate it if you would give me a testimonial to use in my new brochure. If you are willing, would you please send me a few lines? Or, if it would be easier, I could write a short paragraph for your approval."

Ask your customer to consider questions including: "How did using my product or service impact your business? How much time did it save you? How much money did it make you or save you? What impact did it have on your customers?"

It can be quite valuable if your customer writes the testimonial. It provides an extra layer of authenticity and may bring out points that you would not have thought of.

Always provide the name and company or location for the person who gave the testimonial. Avoid using initials, "President of a pet food store," or "A satisfied customer." The more extensively a testimonial is attributed, the more credible it becomes.

Brochures, Letters, and Advertisements

Brochures, letters, and advertisements all have a limited amount of space. Start by crafting your key messages and then choose a testimonial that illustrates your point.

Newsletters

A newsletter featuring a customer success story is an excellent way to build your relationship with prospects and customers and stimulate sales. When you feature a customer in your newsletter, make them look brilliant for using your product or service and also create a "win-win" by promoting your customer's business.

Web Sites

When a prospect lands on your web site, they want to know if you have the solution to their problem. Include newsletters, case studies, testimonials and a short video of your customer speaking about your company on your web site.

Customer Success Stories or Case Studies

Instead of using a short quotation from your customer,

Quick Links:

- [Newsletter Archive](#)
- [About Our Principals](#)
- [Additional Services](#)
- [Frequently Asked Questions](#)

consider creating a separate marketing piece that describes a problem that was solved and how it positively impacted your customer's business. Use the case study in your marketing kit and web site to demonstrate credibility.

Begin With the End in Mind

Remember when Steven Covey listed "Begin with the end in mind" as one of his 7 Habits of Highly Effective People? The concept applies to using testimonials, too.

Your ultimate goal is to convince prospects to buy. Make sure your testimonials are relevant and believable. Use testimonials strategically to make your prospects comfortable that you have the product or service that they need.

For More Information

For more information about how marketing can help your business, visit [our Insight Consulting web site](#) or call Peggy Morrow at (847) 252-7445.

Email:
pegqvmorrow@insightactionimpact.com

Website:
<http://www.insightactionimpact.com>

Phone: 847/252-7445

Newsletter
Authority

Learn how newsletters help keep you in touch with customers and prospects and generate sales at [Newsletter Authority](#)

[Like what you read? Forward this newsletter to a colleague and add your personal message.](#)

✉ **SafeUnsubscribe®**

This email was sent to peggymorrow@insightactionimpact.com, by peggymorrow@insightactionimpact.com
[Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

Email Marketing by



Insight Consulting, LLC | 1635 Pebble Beach Drive | Hoffman Estates | IL | 60169