

Create Video Testimonials that work

1) Be Specific

Many testimonials are too general, for example, "they were helpful and really nice to work with." These neither connected with the viewer, nor inspired them to contact the company. These types of testimonials carry with them very little weight.

A testimonial needs to describe specific benefits that the customer experienced, then this changes the impact altogether. Benefit specific testimonials are far more interesting to watch and people will better relate to what the testimonial provider is saying, increasing the possibility of action. They also feel more genuine, as the provider talks about particular details and their experience.

The aim of a Video Testimonial is to build confidence in a prospect customer to a point where they are ready to take ACTION. People can not take action on some vague comment. But if they see a specific benefit of the product or service that is relevant to them, then it will be remembered and most likely acted upon.

2) Outcome is the Key

A lot of articles tell people to communicate the "Problem" to the customer, and then offer them the "Solution". We think this is a correct strategy and a great way to attract attention, however, we feel it is missing one key component. It is most important to highlight the "OUTCOME". This is what will sell your product or service, and everything should be built around it.

I believe that this is an influential means to deliver relevant and high impact information to potential customers. If the testimonial is focussed on a Problem that your viewer has, you have them hooked, and you can then guide them through your Solution and the Outcome. If this is an Outcome they want to achieve, it is highly likely they will then email you, get on the phone, or order online.

3) Keep it short

It's essential to keep the viewer's interest for the entire duration of the testimonial. We suggest that the testimonial lasts for between 30 seconds and 1 minute in duration. This will deliver the most impact. To maximise the impact within this time, the content needs to be clear, concise and compelling.

4) Let us ask Questions

There are two potential means of acquiring the content. One is for you and your client to prepare a script in-advance, and for them to then read this off an autocue when recording. However, in our experience the most useful content and dynamic testimonials have come when we have been asking the provider questions. This technique generates spontaneity and increases the credibility of the testimonial, as the viewer sees the provider's emotional reaction while reliving the experience. It doesn't look rehearsed or overly polished, and viewers are more likely to associate with the provider.

5) Spread them out over your website

Another common feature we see online is dedicated testimonials pages. Why wait for your viewers to find this page before delivering the most persuasive reasons for them to buy from you?!

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Spread your Video Testimonials around your site, increasing the chances of them being seen and the message delivered. If you can embed a testimonial which focuses on a specific benefit within text that is directly relevant, the impact and response will soar.

6) Use Real People and not actors

A word of warning to anyone thinking that they can get away with mocking a Video Testimonial: you will be the loser. An actor may not stick out a mile, but a genuine provider will.

The positive body language, voice tones and enthusiasm of a real person talking about a real situation cannot be faked. You may not think that your clients are the most photogenic, or the most fluent speakers, but they will provide a subtle layer of authenticity, that will take your Video Testimonials, and their impact, to another level.

7) Summary

Keep your testimonials short and punchy, with specific content that is directly related to your customers' needs. Focus on benefits or a problem-solution-outcome that will grab your viewers' attention and connect with them, prompting action. Ask your provider questions during recording and they will give a more natural response that will relate with viewers. Make your Video Testimonials highly visible and place them throughout your website, ideally situated with related content. Don't be afraid of asking one of your clients to provide a testimonial because you are not sure if they are right. The best testimonials come from those you least expect. The main priority is their enthusiasm and sincerity, which will motivate your prospects.