



When and How to Ask Your Customers for Video Testimonials

1) How do you obtain Video Testimonials from your customers?

You have to ask for them, and don't be shy about doing so. Be proactive, find your happy customers and have the confidence to ask them for a Video Testimonial. People like having their opinions heard, and more often than not, you will find your customers are only too happy to have the opportunity to express their satisfaction with you and your services.

2) When to ask them

The best time to ask for a testimonial is when your customers are first experiencing or most enjoying the benefits of your product or service, when they are delighted and satisfied with the job you have done, and before the novelty has worn off. This is different for every business, and you need to work out when yours is likely to be.

For example, when you get a new sofa. For the first week or two, every time you go into the room and see the new sofa you notice the difference and feel good about it. This is the right time for the sofa company to ask you for a testimonial, as you are most likely to give an emotional and enthusiastic testimonial. If they asked a month later, when you are used to the sofa and the emotional reaction is far reduced, the testimonial will not have the same energy.

So, find the right time for your company; the time that your customers are most impressed with your service or product and are on an emotional high. This is when great testimonials are produced, that will connect with future customers and have a major impact on your business.

3) How to ask them

It is always a good idea to keep in regular contact with your customers, either by email or phone. When you do this, and assuming they are happy with your product or service, this is an excellent time to ask them to record a Video Testimonial for you.

Let them know how beneficial a Video Testimonial would be for you, and how you would really appreciate their valuable feedback. We suggest you say you have specifically chosen them as they will feel special and you increase the chance of them agreeing to provide a testimonial.

4) Make it worth their while

If appropriate, offer a small incentive for them to provide you with a testimonial. This isn't a bribe; it is more of a thank you for taking the time to help you. It doesn't need to be large or expensive; the simplest gestures are often the most profound. A bottle of wine, Argos vouchers, anything that will be of value to your customer.

5) Reverse marketing

For a business client, giving a Video Testimonial is also beneficial for them, as they enjoy free promotion from this. The video includes a title with the name of the provider and the company, and if you wish, they can provide a brief introduction. This offers them exposure and adds sincerity to the testimonial. You can also choose to include a link to your client's website underneath the video, increasing its search engine rankings. This allows them to give you a testimonial out of goodwill, and also receive something valuable in return.

6) Short and Sweet

We ensure that every Video Testimonial is recorded in a brief manner setting up and recording the testimonial only takes about 25 minutes. Therefore, your customers are not committing to much valuable time.