FB Traffic Driver #8: Testimonials

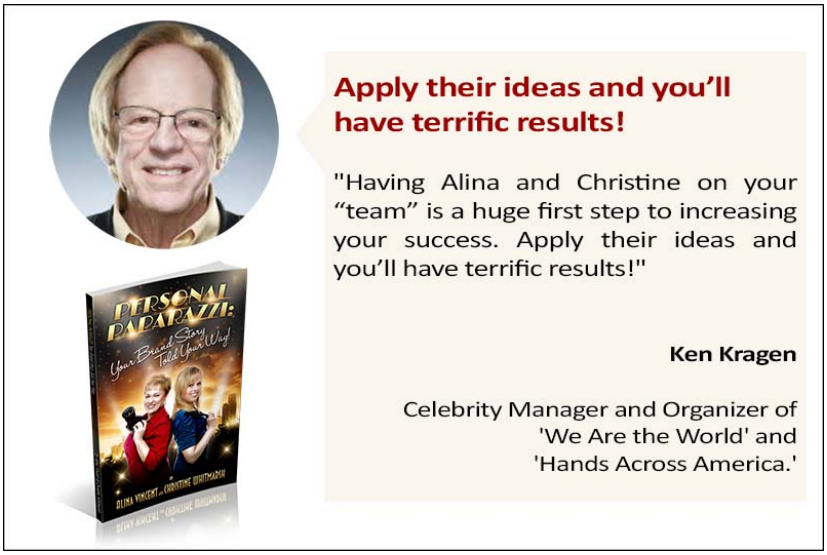
Daily Challenge: Post a testimonial or a rave review that someone gave you.



Why: Any time you can show off your business with a testimonial, you should. It gives social proof to your services, your offerings and your business. You will never be as persuasive as your own customers. Testimonials and endorsements are the driving force behind many purchasing decisions, so you should be actively collecting them. However, if your client testimonials are only displayed on review sites or you only list them on your website, you are not using them to their full potential. If you want to promote your business on Facebook and attract new paying clients – make sure to share your clients' testimonials and success stories on Facebook.

For best results:

1. Studies show that placing relevant photos next to any text boosts the credibility of the text. Placing a photo of your customer next to their testimonial it will make their words sound even more credible. However, before using someone's picture make sure you have their permission.



2. The next time you are wrapping up a deal or a sale with a customer, and they can't say enough good things about the service you provided - ask them if you can have your photo taken with them and have them write you a testimonial. When you post the testimonial on your Facebook page, accompanied by the photo, on which you can tag them so that their friends see it, as well. This will give you the added advantage of making the post about them and not about you.

3. When a customer posts a glowing review on one of the review sites, like Yelp or Amazon, take a screen capture of their post, and share it on Facebook.



Most Helpful Customer Reviews

7 of 7 people found the following review helpful

★★★★★ **Essential reading for all business owners** June 12, 2014

By Lesley H

Format: Kindle Edition

I've been running an online business now for eight years and, I'm rather ashamed to say, that I have given no real thought to marketing. I've tried to be competitive, price wise, I've been polite and friendly in my correspondence and tried my best to deal with complaints as and when they arise. I have noticed that my sales have steadily diminished over the past few years, but put it all down to the recession. Thank goodness I found this book.

The book is very well written; fast paced and dynamic. I love the idea that you should promote your business in the same way as you would a Hollywood star.The authors are both obviously highly experienced in their field. I've learnt so much about marketing my business from reading this book, and I genuinely can't wait to get started on trying out their ideas.

I would highly recommend this book to anyone in business, whether it be established or a new start up.

Brilliant!

Take it to the next level:

Create an album on your Facebook fan page, and post all of your testimonials, endorsements and reviews in it. It will make it easier to find and to share.