TESTIMONIAL
DIRECTOR

Special Report

7

The Return on Trust:
Strategies to Send Your Online Conversions Soaring!

This report details specific, field-tested strategies that businesses of all sizes can use to implement an online testimonial program. The strategies it calls for are designed to maximize the return on trust—making best use of testimonials and broadening online presence while boosting the conversion rate of prospects into customers.

www.TestimonialDirector.com

Introduction

Today, marketing budgets everywhere are being squeezed hard. Competition is fierce, and customers are increasingly cautious with their spending. Faced with this economic climate, businesses of all sizes have to ensure that the return on their marketing investment is measurable and maximized.

For those responsible for generating leads and closing business online, testimonials are one of the most effective tools for increasing conversions and sales.
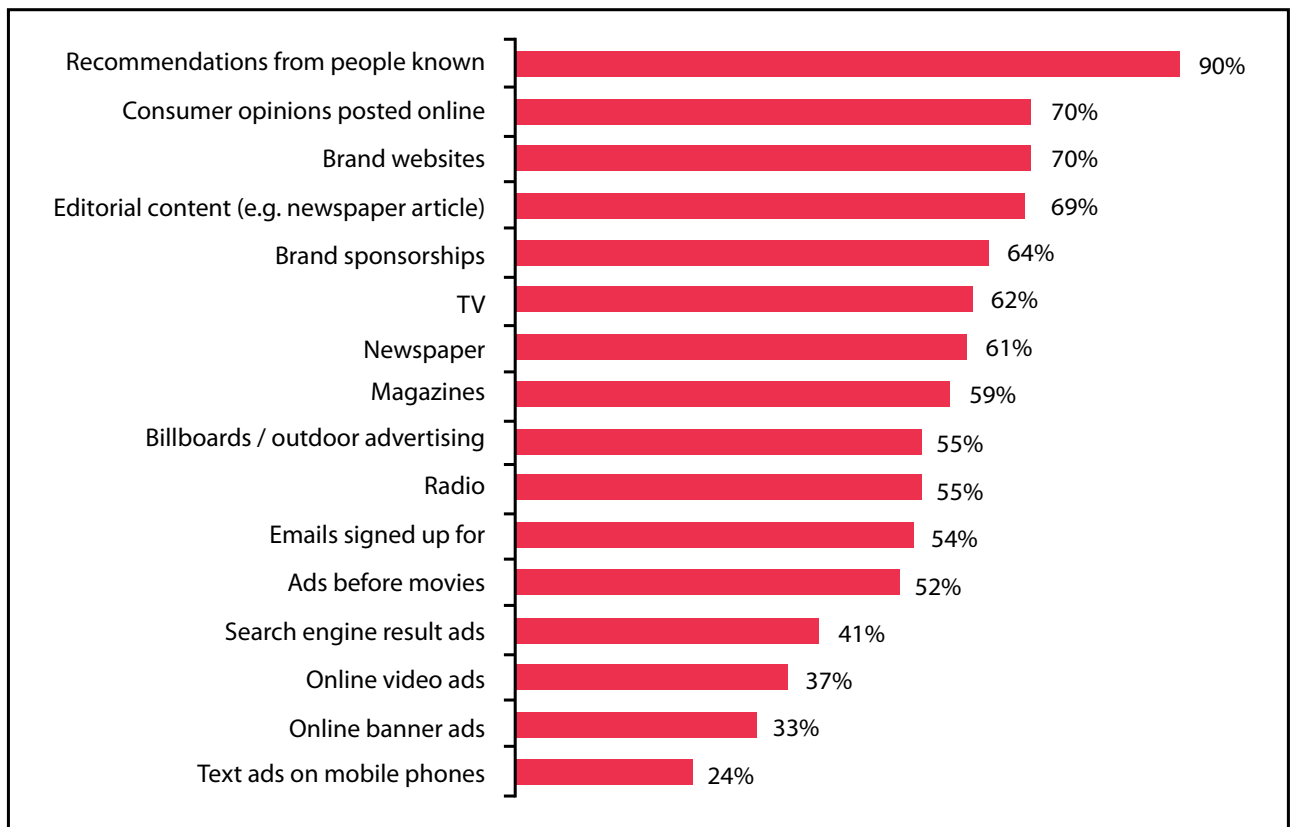
The business case for testimonials is compelling. Testimonials dramatically improve click-through and action rates. They're deeply personal. Further, in the minds of prospective customers, they reduce the risk of buying from you because they see that others have realized the benefit they are seeking.

Challenge and opportunity

Despite these powerful advantages, testimonials are still under-used by businesses today. This is due, in part, to the fact it's an effort to collect, manage and publish them. In addition, it has been unclear—up until now—how testimonials compare to other marketing in terms of return on investment. This report outlines a solution that helps businesses of all sizes overcome those traditional barriers to implementing a testimonial strategy.

New research points to the incredible power of testimonials. A Nielsen study measuring Consumer Trust in Advertising Channels looked at how businesses deliver their message to prospects, and determined the degree to which that prospect trusted that message. In other words, they measured the return in terms of trust.

Figure: Ranking consumer trust in advertising channels

Channel	Percentage
Recommendations from people known	90%
Consumer opinions posted online	70%
Brand websites	70%
Editorial content (e.g. newspaper article)	69%
Brand sponsorships	64%
TV	62%
Newspaper	61%
Magazines	59%
Billboards / outdoor advertising	55%
Radio	55%
Emails signed up for	54%
Ads before movies	52%
Search engine result ads	41%
Online video ads	37%
Online banner ads	33%
Text ads on mobile phones	24%

Source: Nielsen Global Online Consumer Survey April 2009 / Base: All Respondents

Take note of what is ranked well ahead of advertising and editorial content of all kinds: recommendations from people I know is trusted by 90% of respondents. This underscores the power of "social proof," which psychologists define as a phenomenon where people emulate the actions of others because it is assumed to be the correct behavior in a given situation.

The Nielsen study reveals a fascinating, substantial difference between trust derived from social proof versus conventional forms of advertising. The trust gap starts at close to 50% for conventional advertising and drops steadily. Social-proof powered recommendations, on the other hand, are trusted by a 10:1 ratio.

These figures highlight the following key points when marketing online:

- Don't put your eggs in one basket. If you are focusing all of your marketing investment in these conventional advertising channels, why are you ignoring testimonials? Ensure that you are taking the time to systematically gather, review and publish testimonials and get social proof working for you.

- You can take advantage of testimonials to improve the trust of otherwise less-trustworthy channels. Add testimonials to your advertising and landing pages. Those will increase the trust return, improving the payback from these investments.

As the Nielsen data shows, social proof is the most trusted source of information used by your prospects to make a buying decision. When you think of your getting more bang-for-your-marketing dollar, ensure you are maximizing your trust return on investment. The financial return will take care of itself.

> Social proof is the single most trusted source of information used by your prospects to make a buying decision

Strategy #1: Make Testimonials Pervasive

On most websites, even those that have great client feedback, testimonials are relegated to a lonely, single page, separated from content and landing pages. The problem? No one goes there. As a test, consult the analytics reports to your own website and see what portion of visitors actually make it to your testimonial page. It you are like most, it's less than 5%.

To be clear, it's important that your testimonials be featured online, as customers look for that aggregated source of feedback. However, if that single, rare-visited page is the only place you display testimonials on your website, then you are missing the biggest opportunity to use your customer feedback to drive more sales.

Since testimonials are the social-proof driver behind your product or service, much of its effectiveness is blunted when you force someone on your website to go to a different page to see those statements. Most won't make the effort.

So the first step in using testimonials effectively is to feature them on every page. However, testimonials have to be shown in their proper context. The testimonial you choose for a particular page should complement the product you are talking about.

> The problem with stand-alone testimonial pages? No one goes there.

Likewise, if you have a page targeting a specific industry or customer type, ensure that the testimonial is from a customer in that industry or of that type. The more often that a visitor identifies with the source of a testimonial and the values it projects, the more likely they will trust it, resulting is a higher the conversion rate of prospects to customers.

Ensuring context-appropriate testimonials can be a significant undertaking, depending on the sophistication of your testimonial management system. , this can become very sophisticated – targeting prospects with specific testimonials on the fly. For example, aligning with characteristics of the visitor:

| Factors for Testimonial Alignment ||
Business to Consumer	Business to Business
Geographical location	Geographical location
Demographic (e.g., sex, age, income)	Industry/Vertical
Pain being experienced	Size
Benefit being sought	Pain being experienced
Sales objection	Benefit being sought
	Sales objection

How can you gain more control over knowing when a new prospect arrives on your website? That's a key challenge. Here are two ways of responding:

1. **Self-selection.** For those factors you don't know, give prospects the ability to navigate to content that best aligns with their needs. For example, you may have specific content for a particular company industry (e.g., banking, government) or benefit (e.g., reduce costs, increase revenue). When the prospect navigates to that content, show them testimonials specific to that alignment.

2. **Database marketing.** As you market to prospects, you can use information you already know about prospects to align content to their needs. For example, if you are sending out a marketing email, include links back to your site with personalized information (most marketing email services can do this). So if the prospect is in a small company, then that information can be included in the link back to your site and the testimonials from like small companies can be shown when that prospect arrives.

This ability to serve up specific testimonials depending on these factors can be automated and this will be discussed later in this paper. The first step is to ensure that your testimonials are on every page and that they are in the context of what you are marketing on each page. Otherwise, you risk undermining your considerable efforts to collect testimonials.

Strategy #2: Deliver the Message in Multiple Ways

In designing your testimonial presence, you need to both capture the attention of your visitors as well as deliver the actual testimonial message as effectively as possible. Unfortunately, there is no single best way to do this. What captures the visitor's eye and how information is absorbed each varies from person to person.

Therefore, the design of your testimonial presence has to appeal to a variety of people using a variety of presentation types. That way, whether your visitor is visually oriented or reads your copy word-for-word, the message of your satisfied customers will get through.

You achieve this by implementing testimonials with a range of media, including text, images and video. Each should be presented in a way that blends well into the webpage layout while still capturing attention.

There are several delivery methods you can adopt, but two of them are mandatory in any successful strategy: **short-text testimonials and video testimonials.**

Short text paragraph testimonials

Short, snappy testimonials are often your best choice. These 1-2 sentence quotes can easily be add to webpages without significant disruption to layout. They can placed in whitespace or within your existing marketing content.

Short testimonials can also be extracted from longer pieces of feedback you've received via letters or emails. They are also well suited for use in marketing collateral, proposals and even as footers in your email.

To make the best use of this format, choose those comments that include objective and results-oriented metrics. Editing is okay, as long as you don't change the client's intention or thoughts in the letter. It's always wise to seek approval from your client on any changes you make.

Here's an example of what that kind of testimonial would look like:

> *"We hired Colleen Francis and Engage Selling to work with a number of our sales professionals with enormous success. In fact, the success of the program can be seen through our actual results with sales up 22% over last year."*
>
> Bob Smith, President, ABC Staffing Company

Your testimonial presence has to appeal to a variety of people using a variety of presentation types.

For more impact and credibility, include a photo of the customer or their company logo to accompany the testimonial. Later in the report, we'll look at how to make short text testimonials engaging to attract that attention of your website visitor.

Video testimonials

Testimonial videos are an engaging way of connecting with your website visitors, especially with those that are more likely to absorb your message by seeing and listening, versus by reading. You don't need to have high-definition, stunning video, but there are some common attributes to the most effective testimonial videos:

- **Brevity –** Just like text testimonials, a concise video testimonial ensures you keep the viewer's attention. Keep it under one minute in length.

- **Clear audio –** While your viewer doesn't expect 3D or high-definition video, clear audio is a must. Some businesses gather testimonials at live events, which can be noisy. If the audio isn't clear, don't use the video.

Typically video testimonials consume a fair bit of on-screen real estate, so they work best either as stand-along elements within your marketing collateral or in the side column of a website.

For best effect, feature a variety of video testimonials presented on a rotating basis. This is especially for prospects may visit your website repeatedly before making a buying decision. So make sure that they see a variety of satisfied customers talking about the great benefits of your product or service.

Other testimonial forms

Testimonial letters – Commonly used in the business-to-business sales environment, testimonial letters provide proof points of your benefits in a form that lends itself to high credibility. They do this because they feature your client's logo and signature, because they speak about your value in greater detail than other forms – including in-depth descriptions of a client's situation and the benefits derived from your product or service.

Testimonial letters also have the benefit of being a source for other testimonial types. For example, you may extract a few key sentences for use as your short testimonial quote along with the organizations logo. Testimonial letters also provide a bit of a challenge to integrate into your website. Since these letters need to be large enough to ensure readability, the best practice is to have them pop-up from your site, ideally using a lightbox effect. This ensures that your prospects can easily browse through several letters in one visit.

Audio testimonials – These were once popular because it gave a client's message more impact versus text. Today, audio has been eclipsed by video as a more accessible, effective and personal solution.

Logo gallery – Having a series of client logos also gives credibility, especially in a business-to-business environment. Often, because of the screen real estate required, having some form of scrolling is recommended so that multiple can be shown in a confined spot on your website.

Strategy #3: Ensure Text Testimonials Capture Attention

> With all the attention on video, text testimonials are often ignored. This is a critical mistake.

Too often, the important of effectively delivering messages through text testimonials is overlooked. Text remains a critical delivery for your messages of social proof. And our own surveys show that more than 50% of businesses continue to rely on text testimonials alone.

The problem is that these days, there is so much talk about needing to get video on a website. As a result, those who don't have video testimonials often feel that there is no point in using the text testimonials that they do have. **This is a mistake.**

Why? There is no argument that video testimonials are effective but compared to not using any social proof, using text testimonials is infinitely better.

You can maximize the effectiveness of text testimonials and provide a big boost for conversion rates on your website by adopting the following three actions:

Have a clear benefit statement

Ensure that the content of your text testimonial speaks specifically about the challenges that your prospect is facing. A testimonial that says something like Colleen is a great person or I really liked working with Chris is not going to have much impact with the prospect.

Instead, ensure that your client testimonial clearly articulates an outcome that your prospect can anticipate. That outcome must be consistent with the results being sought. For example, if your prospect is looking for ways to increase their sales, testimonials better talk about your product or service increased their sales.

Later in this report, we'll discuss strategies to ask for testimonials to generate the type of information that lends itself to these benefit statements.

Give your text a facelift

Simply showing text without anything to draw attention to it will limit the results you get from your text testimonials. Instead, spice it up with a different typeface, an eye-catching color and use callout boxes or graphical quotes to make it stand out. The goal is to make sure that it grabs the prospect's attention so that it's memorable. That way, they will consider it when reviewing information about your product or service while making the decision to buy.

Consider a fascinating study conducted by Mike Reining from MindValley Labs, in which they tested how the appearance of a testimonial affects click-through rates. They compared a very boring, unstyled text testimonial versus the same testimonial dressed up with a punchy typeface and graphic treatment.

Something like this example:

Plain testimonial	VS	Styled testimonial
"Your widget increased our sales by 100% in three months."		66 Your widget increased our sales by **100%** in three months. 99

The results? **The styled testimonial increased conversion rates by over 200%!**

By making the testimonial more visually appealing, you increase the odds that your reader will notice it. And once the reader notices it, the natural power of the testimonial to increase conversion rates kicks in.

Pack more into the same space

The great thing about a text testimonial is that it can be read quickly. However, they can quickly fill up valuable real estate on your screen, especially when you start putting testimonials on every page.

Here's how you can solve that problem: by using a scrolling effect, showing testimonials one at a time, fading in and out while the visitor looks at the page. This allows you to pack multiple social-proof points in a single area on your page.

Strategy #4: Put Video to Work (Painlessly)

Gathering video testimonials does not have to be difficult or expensive.

"Quote or highlighted test pulled from your copy"

As discussed, video testimonials are an important part of your social-proof strategy. So why aren't they used more often today? In short, they're perceived as being a huge pain: difficult to gather and difficult to publish. In addition, if you're thinking about hiring a professional videographer to go to a customer site or event, it also can be very expensive.

Let's check those assumptions! Gathering video testimonials does not have to be difficult or expensive. Today, there are options available to obtain video testimonials that don't require you to hire a video crew or pay for expensive video processing or hosting.

Be your own videographer. If you routinely meet with your clients or see them at events or workshops you hold, it's a great opportunity to capture them on video. You don't have to spend a fortune! You can get very good quality results for the web with relatively inexpensive equipment. But there are some pre-requisites that you'll want to have on-hand and you may also want to do a bit of video editing.

Remotely record your customer. Here's another tool you can use in cases where you can't regularly meet your customers and want to be cost effective: remotely record your customer via their webcam. People increasingly own webcam-equipped computer. Leverage that trend to record a video message. Using Testimonial Director, for example, you can record a video directly from your customer's webcam and publish it to your website. As a result, you can quickly build a vast library of quite acceptable mid-grade video testimonials (with great audio quality) for use in your thriving business.

Regardless of the approach you take, a key element for success is making sure that you structure what the customer says. In all these cases, make sure that you provide the customer with a set of interview-style questions, so you get the feedback you need to make an effective testimonial: one where the results of the using your product or service are stated clearly.

As you can see, video testimonials don't have to be complicated or expensive. That also includes the equipment required:

Camera – If you're just going to be posting videos to the web, you don't have to go and get a fancy, professional camera. There are inexpensive alternatives from Kodak, Flip or simply using your smart phone. One critical thing to look for is the support for an external microphone. This is important for ensuring good audio quality. Also, make sure you use a tripod if at all possible to ensure your videos don't suffer from the stomach-churning "shaky-cam" effect. Little things go a long way to ensuring professional results.

Microphone – Most built-in microphones simply aren't up for the job of recording decent quality audio that is acceptable for a testimonial. Poor sound really takes away from the impact of the testimonial. If you have the opportunity to place a lavaliere (or lapel) microphone on your customer when recording their testimonial. With the right adapter, it will plug right onto your camera and produce great results.

Now that you have your raw video, what do you do with it?

You'll likely want to do a bit of editing to any video testimonial you capture. It can be as simple as trimming the start and end of the clip. If you're more ambitious, you can also add effects, such as fades, background music and complementary graphics.

Don't be intimidated! It's far better to have a very simple clip on your site versus nothing at all. Start simple and as you become more comfortable, add more effects to make the testimonial slicker. Along those lines - what do you use to edit and prepare the video testimonial? As you can imagine, there are a range of options available:

Affordable editing

The following solutions will give you some basic editing capabilities:

YouTube – This is the easiest and most cost-effective approach for basic video testimonials. You can take your movie from your camera, upload it and do basic editing. Also, it makes it easy to get it onto your website although there will be a YouTube logo on the result. It also works with Testimonial Director, if you are using it to manage your testimonials. Did we mention that it's free?

Built-in video editing – There is some basic video editing software bundled with Windows (Movie Maker), on Mac (iMovie). In general, these will allow you basic video editing (e.g., trim, cut, combine). When you're done, you still need to get them posted to your website, which typically means using YouTube or getting the help of a Web Developer.
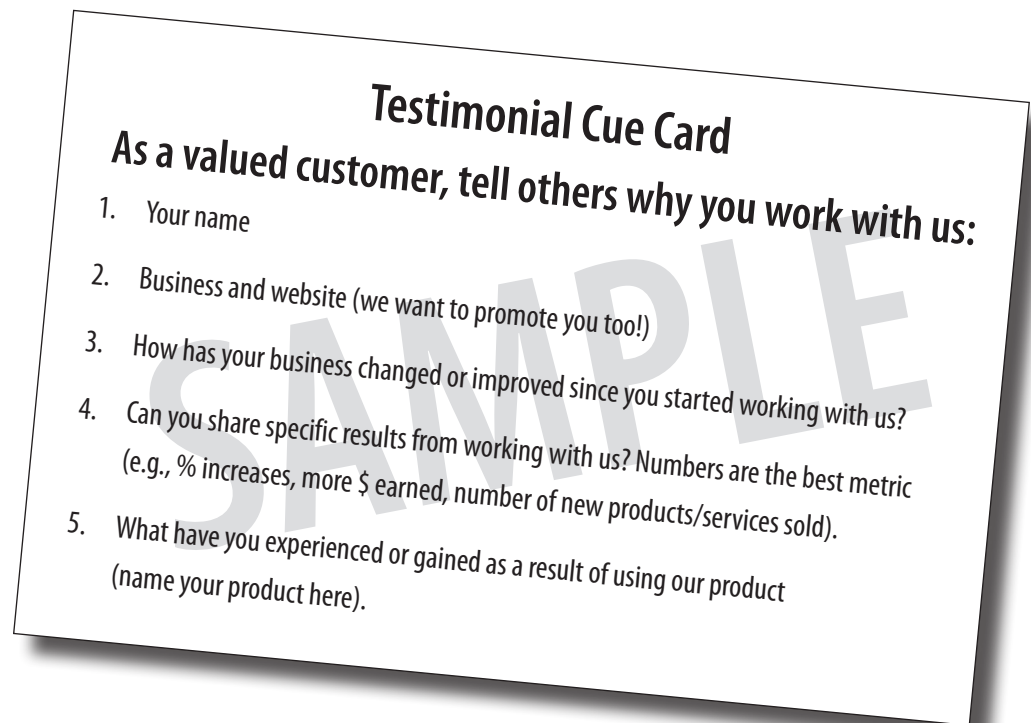
Want to be more ambitious?

These are other solutions in the marketplace that will give you greater video editing capability as well as the ability to publish your testimonials in a variety of formats. But be advised: the learning curve on many of these products is steep…as is the price.

Mac users can choose Final Cut Pro for advanced video-editing software. PC users can use Adobe Premiere. With either of these, you can produce a feature film or a really amazing feature-length video testimonial. The only limitation is your imagination (and your time to learn to use them effectively). Here at Testimonial Director, we use Adobe Premiere and it more than meets our needs for video testimonials.

Get the right information using a testimonial cue card

Regardless of how you collect and process your testimonials, it is critical to ensure they are succinct and clearly state the benefits of working with you.

One great way of helping clients do this for you is to provide them a testimonial cue card prior to beginning recording. It provides a simple outline of what you'd like them to cover in their video. As a result, you'll get clear, concise testimonials.

Testimonial Cue Card
As a valued customer, tell others why you work with us:

1. Your name

2. Business and website (we want to promote you too!)

3. How has your business changed or improved since you started working with us?

4. Can you share specific results from working with us? Numbers are the best metric (e.g., % increases, more $ earned, number of new products/services sold).

5. What have you experienced or gained as a result of using our product (name your product here).

SAMPLE

Strategy #5: Leverage social proof through social media

Today, interaction with prospects is happening more and more via social media. It's quickly become a vital component for businesses in building a sense of community, establishing and deepening market credibility and, ultimately, creating leads and sales.

If the effectiveness of these channels to generate business are going to be maximized, then the same principals for maximizing conversions from your website need to be applied to your social media efforts. In short, social proof needs to be an integral part of your social media efforts.

In fact, social proof may be even more important for your social media efforts than your website. This has important ramifications for sales, because the real power behind social media is how it can help transform you from being a complete stranger into a known quantity even among groups of people you've not even met yet. As marketing and social media strategist Kneale Mann sums up rather nicely, the benefit is that "social media can eliminate the cold part of the call."

What can be challenging is adapting your approach for social proof to meet the specific design of various social media tools in the marketplace today. Let's look at the top-four in use today:

Facebook: Facebook has transitioned from an exclusively personal-focused networking tool to a key facilitator of communication between a business and its customers (and prospective customers). And with the richness of the Facebook application, social proof can be a pervasive part of a business's presence. Consider the following ways you can establish social proof on Facebook:

- Video testimonials can be uploaded to the video content section of your Facebook page.

- With the ability of establishing stand-alone customized pages on Facebook, a *Rave Reviews* page can be readily created that shows text and video testimonials from client.

- One of the most effective ways of reinforcing your credibility is regular posting to your Facebook News Feed (aka Wall) of newly received testimonials from customers.

Twitter: Because of its 140-character limit, Twitter could constrain the ability to directly communicate a complete customer testimonial. To work with this limitation, an effective approach is to post short tweets that indicate a new testimonial has been received, complete with a link back to your site where the full testimonial is posted. For example *Great feedback from Acme! Read how they increased their sales by 200%*. It is important that the link take the prospect directly to that specific testimonial so that no *hunting* is required.

LinkedIn: LinkedIn is an increasing important networking tool for professionals, and provides a great opportunity to update your network about customer successes. The ability to provide "LinkedIn updates" is similar to the Facebook *News Feed*, and can be updated in the same way as you receive new testimonials. In general, the practical limitations of the length of a *LinkedIn Update* means that you will likely want to direct users back to your site for long text testimonials or videos, similar to the approach for Twitter.

YouTube: As a video hosting and sharing service, YouTube is a great place to post and store customer testimonial videos. Ensure that in the description of the video you include complete details, including key customer quotes, the customer's name and your details. This will allow for improved search engine indexing, so these videos rank high on searches for the customer, for you and even key benefit statements.

Strategy #6: Get More Testimonials

Offering an amazing product or service on your website won't deliver results without the discipline of regular marketing efforts to drive prospects to your website, followed by painstakingly executed following up.

> Just placing a form on your website and waiting for clients to arrive will not deliver the results you want.

When it comes to collecting testimonials, the same principles apply. Just placing a form on your website and waiting for clients to arrive will not deliver the results you want. Instead, developing a process for collecting feedback regularly provides a systematic way to gather testimonials. Your process should include the following five key activities:

Build requests into your regular way of doing business

The more people you ask for testimonials, the more you will receive. It's that simple. And the easiest way to do that is to ask every customer with who you do business. You'll want to think about the appropriate timeframe for them to have experienced your product/service to ensure that they can talk confidently about results.

An automated marketing tool or auto-responder makes this task easier to implement. You can simply set the requests to go out automatically and direct the recipients to your testimonial collection form.

Don't hesitate to ask again

Too many businesses shy away from asking too often for testimonials because they assume that customers who don't aren't happy with the service or results they've received. More often than not, it is because they are simply very busy and don't always have time to provide the feedback being requested.

If a customer doesn't respond to the testimonial request, ask again. And again. Don't over-do it, or course, but asking periodically for that feedback will help the customer by providing opportunities to respond when it is a better time for them. It also can go a long way toward reinforcing the great rapport that you've already worked so hard to build with your customers.

Reward the effort

It's a good business practice to reward the effort of those who provide a testimonial. But let's be clear: you're not paying or otherwise compensating for insincere feedback. What you are doing is thanking someone for granting your request—often ahead of many other competing customer priorities. Little things matter. Thus, your reward doesn't have to be expensive. It just has to be meaningful, personal and useful. Gift cards from one of the leading coffee houses (e.g., Starbucks) are one of many great, affordable rewards you can offer as part of your testimonial strategy.

Make it easy for customers

For best results, you want to make it as easy as possible for clients to give you feedback. Using an online form is a convenient, highly effective solution for your customers to share with others all the great things they like about working with you. Make sure that form is easy to find. For example, in addition to directing clients to it via email, include links throughout your site. If you have a customer support area, make sure you ask there, too. Don't forget about social media. Post a tweet asking for feedback. With Facebook, use Testimonial Director and you can collect text and even video, right from your personal page.

Don't be afraid to reach out in person

This report has focused on online testimonials. But your efforts can go even further if you include person-to-person contact.

If you have a chance to see your customers in person, capitalize on the opportunity and ask for a testimonial. There is no better way of getting personalized feedback directly. It's much harder for someone to say no when they're standing there right in front of you. If you have your smart phone handy, it's a perfect chance to capture a video testimonial.

Not everyone is able to meet with every customer in person. In cases like that, why not pick up the phone? A quick call—especially to those customers you know have had great results—can capture all the information you need for a great testimonial. Make it easy for them: ask probing, specific questions that can form the basis of a testimonial. Write it up on the customer's behalf and send it to them for their approval.

"Quote or highlighted test pulled from your copy"

Strategy #7: Take Stock and Take Action

> The biggest difference between those who succeed versus those who fail is implementation

Like any important initiative to improve your business, the place to start is to understand where you are, where you want to be and how you are going to get there. Included in this report is an easy-to-use tool to assess where you are versus where you should be. Using the Testimonial Strategy Implementation Worksheet, examine the key requirements for increasing online conversions with testimonials. For each requirement, take stock of where you are today and prioritize the areas that you've yet to implement.

Why prioritize? Implementing all these areas at once could be overwhelming. Choose those that are most applicable and you believe will help your business the most (with a priority of High) and do them first.

Make your life easier

Many of the strategies covered in this report are daunting when you try to implement without assistance. Collecting, managing and publishing testimonials to a website and social media can be very time consuming and can involve significant efforts from your web development team.

Testimonial Director is a product designed to make your life easier. It's an easy-to-use web service that automates the collection, management and publishing of testimonials. Key features:

- Automatic testimonial collection as part of your on-going customer relationship. For example, automatically invite customers to answer questions, and record audio/video.

- Centrally managed testimonials for easy access and review throughout your business. For example, quickly find testimonials for a particular product or customer group from the testimonial repository.

- Automatic publishing of new testimonials throughout your website, integrated into the context of each web page. For example, automatically display the latest testimonials specific to a given product on that product's webpage.

As you consider your priorities on the following worksheet, consider how much you can achieve if these strategies could be automated. It makes it possible to virtually all in a way that doesn't consume your efforts or resources.

Make it happen today: the Testimonial Strategy Implementation Worksheet

In business today, the biggest difference between those who succeed versus those who fail is ~~in how proven marketing strategies are implemented~~. The goal of this report is to provide you with steps you can implement today to increase your online conversions by using the power of testimonials.

Get started today by using the attached Testimonial Strategy Implementation Worksheet to identify key priorities and make a commitment to take action. Leveraging your satisfied clients will increase your online conversion rates and provide you a handsome return on trust.

Testimonial Strategy Implementation Worksheet

Testimonial Strategy	Current (Yes/No/?)	Priority (High/Low/NA)	Testimonial Director
Testimonial type: text			
Short text testimonials			Collect, manage and publish automatically
Stylized fonts, images and scrolling effect			Stylized display with automatic scrolling
Others (i.e., letter, case study, logos)			Supports these types and more
Testimonial type: video			
Video testimonials			Automatic display of video testimonials
Mechanism to obtain video testimonials			Web-based self-service collection via webcam
Testimonial quality			
Clear benefit statements			Survey questions ensure key value statements extracted from client
Placement			
Stand-alone rave reviews page			Automatically display full testimonial page
Testimonials on every page			Up-to-date display of testimonials on each page
Testimonials reflect specific page content			Easy categorization to display specific testimonials
Social media			
Facebook			Automatic publication of testimonials on Facebook
Twitter			Automatic tweet with link back to testimonial
LinkedIn			Automatic status update with link back to testimonial
YouTube			Easy access to videos for upload to YouTube
Gathering testimonials			
Built into standard process			Self-service testimonial collection including video
Multiple touch campaign			Ability to integrate into automatic marketing systems
Web-based gathering			Support for text, image upload and video recording

About Testimonial Director

Testimonial Director makes it fast and easy for thriving businesses of all sizes to collect, manage and publish client testimonials automatically. Since 2009, an ever-growing number of successful organizations count on Testimonial Director for its easy to use, web-based service that delivers more sales for clients, simply by making it easy to obtain and publish the rave review of customers. With Testimonial Director, you get results that count: increased prospect-to-customer conversion rates via your existing web and social media content.

Try us risk-free!

Find out more about how Testimonial Director can make it fast and easy to put your secret sales force to work for you. Visit us online today at TestimonialDirector.com for a live demo and learn more about our risk-free trial offer.