

The Power of Testimonials in a Content Marketing Game Plan

Testimonials harness the believability factor of social proof to improve the effectiveness of any content marketing game plan. This is because consumers are quick to believe other consumers and are not as easily convinced by marketers or salespeople hired by a company to sell a product. They see a testimonial as coming from someone who doesn't care whether a company benefits, and this is why that testimonial is so powerful in the eyes of your prospects.

Syed Balkhi is one of the co-founders of OptinMonster, a company that works to improve the effectiveness of email list building campaigns. This influential web marketer says ...

"Social proof is a psychological phenomenon where people conform to the actions of others under the assumption that those actions are reflective of the correct behavior."

How powerful is that? Not only do testimonials from "regular Joes" carry a lot of weight in the eyes of your prospective buyers, but the social proof aspect of testimonials plays into the grouping behavior of humans. Everyone wants to belong to something. When you post a couple of dozen testimonials from previous purchasers on your website, that content subconsciously says to consumers, "Don't you want to be part of this group of people who benefited from this product?"

This behavior can also work against you if you receive a lot of negative reviews. Studies show that when predominantly negative reviews and comments are made about a particular product or service, subsequent reviewers and commenters are more likely to be negative in their input. This proves how important it is to aggressively seek out and compile testimonials which show your products or company in a good light.

People Believe What Everyone Else Is Saying ... Good or Bad

How many times have you decided to purchase a product because a friend had a great experience with that item? It happens all the time. A new restaurant opens up in your city, and you are thinking about giving it a try. Over the next few days, a few of your friends give you really positive input about that restaurant. This all but guarantees you will be eating there.

You were thinking about possibly trying the restaurant anyway, and after experiencing positive testimonials from other people similar to you, you develop a subconscious tendency to mimic what you perceive as behavior which will benefit you.

If you have not received very many glowing testimonials for your business, aggressively seek them out. Add exit point surveys to your online or brick-and-mortar business. When you notice someone has become a frequent buyer, they have done so because they like one or more aspects of what you have to offer. Ask that individual to provide a testimonial, and then use that piece of content as a marketing tool to achieve your business goals.