

# Video Testimonials

Get your best customers selling for you

Video testimonials are the most powerful way to build trust and credibility. By using existing customers to communicate real experiences, video testimonials are perceived as genuine, believable and more authentic than written testimonials that can be easily faked.

Video testimonials are widely used throughout the sales cycle to raise awareness, generate interest, instill confidence and convert visitors into customers.



## What is a Video Testimonial?

A testimonial is an interview-driven video that employs your best customers to recommend and endorse you. It combines spontaneous engaging moments with unscripted authentic interviews to tell a story that grabs attention and connect with your audience.

“Recommendations from personal acquaintances or opinions posted by consumers online are the most trusted forms of advertising

- Nielsen

## Testimonials Generate the Highest Response Rates on the Web

Video testimonials are second only to customer reviews among the most effective tactics for improving conversion rates

-Marketing Sherpa

Visitors spend **10x** longer on a site with Testimonial Videos

-ReelSEO

Customers are **4x** more likely to click on a video than any other web content

-Kelsey Group

# Select the Length that's Right for You!



Recommended for single testimonials covering different stages of the sales cycle (awareness, consideration, purchase, delivery).

• 1 interview • 1 round of edits • 1 location



Recommended when you have two customers endorsing different aspects of your business.

• 2 interviews • 2 rounds of edits • 1 location



Recommended for a powerful montage of multiple voices discussing all the various aspects of your business.

• 3 interviews • 2 rounds of edits • 1 location

## Every Testimonial Includes:

- ✓ Unscripted authentic interviews from current or past customers
- ✓ Natural and engaging shots of your business in action
- ✓ Dedicated producer & videographer
- ✓ Music, graphics, and award winning post production
- ✓ Web, mobile and TV ready formats (MOV, FLV, MPEG4)
- ✓ 24/7 Customer Service

## Testimonials Establish Credibility & Increase Conversion

### Companies

Customers share their positive experiences and vouch for your credibility

*Example: restaurants, contractors, hair salons, web and IT*

### Services

Clients affirm how easy and enjoyable it was to do business with you

*Example: medical, legal, financial, health & beauty, real-estate*

### Products

Users demonstrate how much they love your products

*Example: retail stores, ecommerce sites, manufacturers, software*

### Places

Visitors rave about how much fun they had at your destination

*Example: parks, stadiums, neighborhoods, golf courses*

Build credibility, convert visitors and differentiate yourself from the competition.

**Book a video testimonial today.**