

HOW AND WHERE TO USE YOUR TESTIMONIAL VIDEOS

Once Your Videos Are Done Follow This Guide

1) WEBSITE

MAIN MONTAGE VIDEO

Place On...

- Home page (above the fold)
- Sales page (above the fold)
- Optin page/ Lead page (above the fold)
- Top of a testimonial page
- Any page where you are directing traffic too

** You can put this video on one or all of these pages at the same time if you want. But be sparing in how you use it. It's very powerful so you don't want to overuse it.



WHO IS MONTAGE VIDEO

Place On...

- About Page
- Thank you page after someone gives you their contact info or buys from you.
- An individual webpage with just this video on it. Include a headline about the video, and text describing the video. Also include a place for people to give you their contact info/buy



INDIVIDUAL CASE STUDY VIDEOS

- Wall of Fame page/ testimonial page

- Each case study should have it's own page. Make sure to include a headline, and text describing the video. Also include a place for people to give you their contact info/ buy.

- You can also have the case study video transcribed and the text from it included on that page.



2) OPTIN/OFFER PAGE

- This is the most important place to use your montages.

- Create an offer, promotion, or giveaway, and include the montage video on that page.

- Make sure the montage is placed at the top of the page near the main headline.

** Important note - wherever the video is placed there should be a call to action or place where people can submit info/ buy on that page.



3) SOCIAL MEDIA

YOUTUBE

- Upload all of your testimonial videos to Youtube.

- For individual case studies include a headline with the persons name, name of your business, and location E.G - Michelle Smith Case Study - ABC GYM Orlando

- Create a playlist for these videos

- Mark all of them as "public"

- Include name of your business, town/city, and a link back to an optin/ lead page in the description



FACEBOOK PAGE/GROUP

- Upload all testimonial videos on your FB Page.
 - Create separate posts for each testimonial video.
 - Don't put them on your page randomly. Be strategic. Use them more during a promotion that runs multiple days.
 - Be sure to tag the people who are actually in the video, and also ask them to share the video/post.
 - When you share the video, make sure to include text copy describing the video, and a link to direct people to where they can sign up, apply, or give you their contact info.
 - Screen capture any comments that say positive things about you or your business. You can use those in later promotions or for future marketing.
- ***Important note - If you have short testimonial videos, they will work well on Instagram



4) EMAIL MARKETING

- Depending on what message you are looking to get across, it's always a good idea to use your video(s) in email marketing.
- For individual case study videos and testimonials, create an email auto responder that directs the reader back to an individual case study that is set up on a specific page. That page should include a place for people to give you their contact info/ buy.
- It's important to note that you do not have to create an auto responder. You can write out your emails and send them when you want.
- It's a good idea to have at least three emails go out in a row that link to 3 separate case studies.
- For montage testimonial videos (depending on what your goal is) your emails for this should link back to the main offer/ optin page where people can give you their information.



5) ADVERTISING WITH FACEBOOK

FACEBOOK ADS

- **Boosted Post** - The post you originally created on your page can be boosted. This is good to raise awareness and get eyeballs to what you are doing. But it's important that your video create an audience which boosted posts are not the best at doing. So make sure you include a link to a website in the description so you can direct people to.

Facebook Video Ad - Create a simple Facebook Video Ad using your testimonial video. Use the targeting you would normally use for your ads. Also make sure to include a specific link in the text copy directing people to a website where they can give you their information/ apply/ or buy from you. If your testimonial videos have a call to action at the end to a specific sales link, then the link in your text description of the ad should be the same.

Re-target Campaign - This is very important. The testimonial videos are great at building a good custom audience. So make sure when you run a Facebook Video Ad, you are building a custom audience around it. You will want to re-target any people who have watched your testimonial videos with a case study video, or an offer. Re-targeting is probably the most effective way to use your videos currently with Facebook Advertising.



WANT TO KNOW MORE?

For more information on how to use your testimonial videos or how to create them so they can help your business, go to...

WWW.SOCIALPROOFCONSULTING.COM/CALL