

A close-up photograph of a man with dark hair, wearing a light blue button-down shirt, smiling broadly as he looks at a tablet computer. The background is a soft, out-of-focus grey. A green rectangular box is overlaid on the right side of the image, containing the title and subtitle text.

Video Testimonial Success

The definitive guide for planning, building & promoting your video testimonial campaign

Ready to embark on a video testimonial campaign?

Here's the bad news: Capturing videos from customers is hard work. Without a well-organized plan in place, your upcoming campaign may leave you empty-handed after 30, 60 or 90 days.

And we wouldn't want that now, would we?

We've compiled feedback from hundreds of customers over the last few years to learn more about what makes their campaigns successful and what makes them fail.

That's why we've written **Video Testimonial Success**—to help you successfully plan, build and promote your upcoming campaign in six simple steps.

After all, if leveraged properly, video can be the most powerful medium on the web. So what better way to improve your credibility and close more business online than to have ecstatic customers singing your praise?

Let's jump in...

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1. Set campaign goals

Having SMART goals in place will help you achieve tangible results to share with the world (or your boss) at the end of your campaign.

Here's a refresher on what SMART stands for:

Specific: Your goal should communicate what is expected, why it's important, who's involved, where it's going to happen, and which constraints are in place.

Measurable: Your goal should have concrete criteria for measuring progress and reaching the goal.

Attainable: Your goal should be realistic and possible for you (and your team) to reach.

Relevant: Your goal should matter to your business and address a core initiative.

Timely: You should have an expected date that you'll reach the goal.

Finished yawning yet? Stay with us.

Typically our customers set their goals based on the number of video testimonials they can capture. We've found that focusing on this specific goal gives the clearest vision for success.

Here's an example SMART goal you can use for inspiration:

Capture 10 effective video testimonials we can leverage to close more business online within the next 90 days, utilizing our website, email marketing and social media channels to promote our campaign.

2. Identify your audience

Will you be promoting your video testimonial campaign to all customers, or only specific segments within your database?

This is an incredibly important decision since it could make or break your upcoming campaign.

In fact, we've heard from dozens of customers who, after failing the first few tries, finally found success when promoting their campaign to specific customer segments.

For example: Let's say you're in the online learning business. You sell access to hundreds of courses, but you have five primary course categories.

Knowing what we know about being specific when identifying your audience, it would make sense to build five sub-campaigns that cater to each of your five primary course categories.

This way, you can tailor your campaign's messaging (covered in the next section) to each specific audience segment.

This is a more proactive approach that'll increase video conversion rates and enable your customers to record a video testimonial that's more specific in nature.



With Bravo, you can create up to 100 campaigns within your account. Need more? Just ask.

3. Create your campaign's message

Now that you've identified your audience, your campaign's message should be more clear and focused.

When creating your campaign's message, think of a landing page. What's in the headline, and what's in the supporting paragraph?

Sticking with the example on the last page, let's say that one of your five primary course categories happens to be Sports Medicine. You'll want to come up with a question, or headline, for your campaign as well as a description, or supporting paragraph, that quickly tells your customer what you'd like them to record in their video testimonial.

Keep in mind that when it comes to the campaign's messaging, less is more. The more simple the message, the better the results.

A good question or headline would be:

What did you takeaway from our Sports Medicine courses?

A good description or supporting paragraph would be:

Briefly describe two or three takeaways you gained from our Sports Medicine courses. We greatly appreciate your feedback!

You may think this is too simple, but we've seen our customers generate the best results from their campaigns with question/description combinations just like this.

Keep in mind that recording a testimonial is a tall order for a customer to fulfill. By asking them a simple question or two (vs. ten), you'll have a better chance of keeping them focused and on point.

Otherwise, you may end up with a 120-second video containing uncertainty, rambling and fluff (time to call the editing team!).

4. Build your campaign

Our customers have told us that building a video testimonial campaign is like building any other marketing campaign on the web.

It requires a landing page, clear and effective copy and a call-to-action (hopefully this doesn't come as a surprise!).

The illustration on the right provides a simple but effective layout for your video testimonial campaign's landing page.

We recommend starting with a similar layout as it will give you a solid framework to work from.





What did you takeaway from our Sports Medicine courses?

Briefly describe two or three takeaways you gained from our Sports Medicine courses. We greatly appreciate your feedback!

Call-to-Action

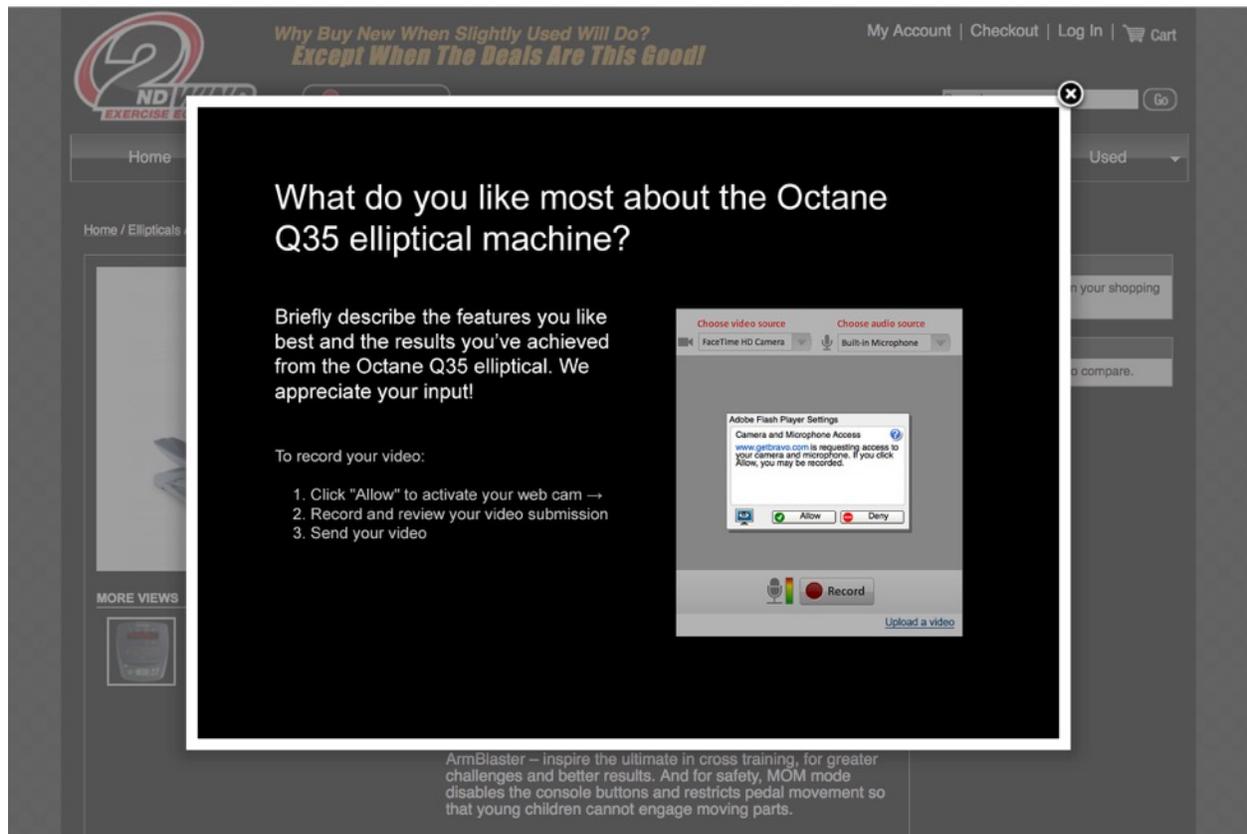
What will your call-to-action be? Here are a few concepts, from least to most convenient:

- Provide instructions to your customers for sending video directly to you via email
- Display a button that takes customers to your company's YouTube channel to upload their pre-recorded videos
- Use a video testimonial software like Bravo that enables your customers to record on-the-spot using their webcam, smartphone or tablet

Convenience is key here. For example, if your customers are active YouTube users and frequently engage with your company's channel, you may want to use YouTube as your preferred tool for video testimonial collection.

We've seen our customers build some pretty amazing campaigns over the last few years and one of the most effective methods includes displaying your campaign's page in a modal window.

With the click of a button, the website visitor would see the opportunity to leave a testimonial:



You'll want to build your campaign based on your (and your team's) technical capabilities. There's no need to get fancy! In fact, simple landing pages with clear copy and a concise call-to-action will typically generate great results.



With Bravo, you can build your campaign in 60 seconds. Our microsite acts as a landing page and is automatically created once you save your campaign. Our widgets can be easily embedded into your website, and our API enables you to customize our software's functionality inside your app.

5. Promote your campaign

Once you've planned and built your video testimonial campaign, it's now time to promote it (give yourself a pat on the back because getting to this step is a little victory in and of itself!).

How and where do you typically promote a campaign to your existing customers? There's no right or wrong answer here, as each business has a unique strategy.

Most times, you'll find yourself identifying all the usual suspects: Your website, email marketing and social media. These channels should act as the foundation to promoting your campaign, but don't let that stop you from finding more creative ways to reach your targeted audience.

Your Website

This could serve as a big area of visibility into your campaign. Why not invite your website visitors on your customer-facing pages to record their video testimonial? This can be accomplished in many ways:

- Display a button or call-to-action at the top of your customer-facing pages
- Display a button or call-to-action on your customer testimonials or reviews page
- Publish a dedicated blog post about your new video testimonial campaign
- Display a button or call-to-action at the end of customer-facing blog posts

Email Marketing

Sending a dedicated email about your video testimonial campaign to your customer database can be a powerful way to quickly gain traction.

Remember: Build sub-campaigns for your unique customer segments. These can be based on service type, product categories, etc. Then distribute an email to each customer segment announcing that specific sub-campaign.

Better yet, instead of a one-time blast, many of our customers have integrated their video testimonial campaigns into their overall “customer retention” or “customer delight” strategies.

Along with reminding customers to fill out a survey or leave a positive review on sites like Yelp and Facebook, you can also add a call-to-action within these email nurturing strategies that would request customers to leave a video testimonial.

Social Media

You're probably familiar with which social media channels return the most engagement for your business. Whether it's fans on Facebook or followers on Twitter, social media is a great outlet for finding those active, social people.

Actively promoting your video testimonial campaign to the right social media channels will usually result in capturing testimonials. But keep in mind the number of fans/followers, as well as their levels of engagement with your business, will play a large role in determining the results.

6. Measure your results

No matter what type of a campaign you're managing, measuring your results on a regular basis is critical to achieving success.

Remember those SMART goals you set at the beginning of your journey? Consider the timeline of your campaign, along with how many video testimonials you're looking to capture.

Let's review the SMART goal example we covered:

Capture 10 effective video testimonials we can leverage to close more business online within the next 90 days, utilizing our website, email marketing and social media channels to promote our campaign.

Now, let's assume that only 33% of the video testimonials we capture will be "effective". We have approximately 12 weeks to capture 30 total videos, or **2.5 videos per week**.

By measuring your video testimonial campaign on a weekly basis, you'll have a much better idea of how you can optimize it over time for maximum results.

Keep in mind that a video testimonial campaign is an iterative process, so don't think you'll just launch your campaign, sit back and enjoy the results.

Like anything else, it requires extensive planning, hard work and continued optimization in order to reach and exceed your SMART goal.



With Bravo, you can easily monitor the effectiveness of each campaign with analytics. You'll be able to track metrics like impressions, submissions, conversion rate, video views, submission sources and more.

Conclusion

By now, you've probably recognized the fact that video testimonial campaigns are not for the faint of heart.

However, they're as much fun as they are challenging. And whether you're a business owner or a marketer, reviewing video testimonials from ecstatic customers is incredibly rewarding.

We hope that **Video Testimonial Success** is a valuable resource to you as you embark on the exciting journey of capturing online video testimonials from your customers!

Companies such as Indeed, Act-On Software and Pearson are using Bravo to effortlessly capture video testimonials from their customers.

30-Day Free Trial



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