

# CONVERSION CAST

## How Orbit Media Studios Used Testimonials To Get 97% More Leads

### Our Guest:

Andy Crestodina is the Strategic Director of Orbit Media Studios, where he assumes a marketing and web strategy role. Andy has over 12 years of experience in web/content marketing and strategy. In fact, he has even written a book on the subject, *Content Chemistry: The Illustrated Handbook for Content Marketing*. He also applies himself to speaking, writing, and teaching on content design/marketing. Orbit Media Studios itself is a web design company that builds websites for their clients to make them more marketable. They have worked on over 1000 projects and have been around for 15 years with a team of 38 people.

### The Test:

Orbit Media Studios tested the effectiveness of testimonials with one of their service based clients. They put their testimonial strategy to the test for this particular career coach because of how lead flows significantly impact her business. To put it simply, the number of leads she receives can make or break her year. Their strategy relies upon the manner in which testimonials are displayed on a website. Instead of having testimonials on a traditional testimonial page, they decided to put the testimonials she had received on specific service pages of her website. Some of the testimonials were shown in the sidebar of the page, while others were embedded in the text.

## The Result:

After applying this strategy, the client received 24 leads off of **one** page for **one** service of her website. This was a 97% increase on the amount of leads she had previously received for this particular service.

## How to use testimonials to get more leads and sales:

1. First things first, testimonials should **never** go on a testimonials page. More people visit and spend more time on service and product pages, which is why they need to be used strategically for testimonials. Testimonials are stronger when you put them on all pages of your website.
2. A testimonial should be used as **proof** to back up a **claim** you are making regarding your product or service. One of the reasons Andy highly suggests using testimonials to back up your claim is because “everything you write and say in your marketing, looks and smells like marketing, but when they say it, it is social proof”.
3. Testimonials can and should be displayed in different formats such as text and video. Both are effective in that text is useful for SEO purposes and keyword rankings, while videos are critical for trust-based services. Andy claims that videos are the “atomic bomb of marketing” because you are getting real people’s feedback on your product in a live, interactive format. One way to get this live, authentic feel of a video testimonial is to follow up with customers quickly after they have expressed a favorable experience they had with your product/service and ask if they would mind coming in to talk about their experience on camera. The trick is to strike when the iron is hot and ask them to repeat what they’ve already told you into a camera for testimonial purposes.
4. Positioning these testimonials is indubitably the most important part of implementing this strategy. Andy shared that testimonials should be positioned in numerous places on your website such as in the sidebar, inline with text on a page, or at the bottom of a page near the Call To Action. You just need to be sure the testimonial is close to the claim so it is relevant.
5. Testimonials can also be taken from social media networks such as Twitter and LinkedIn, as long as you have permission. Tweets should be in context and can also be embedded on a webpage.

## The Takeaway:

Many people these days thoroughly research products or services they buy online. Having authentic testimonials displayed near your offers makes their purchase decision that much easier. If you follow Andy’s guide in putting testimonials in numerous places on your

website and make sure to use them to back up claims, they will become a more effective marketing tool for your business. The goal is to have these testimonials work smarter for you so they are in context and not randomized on a testimonial page, and ultimately help you effortlessly generate more leads and sales.