

Testimonial Marketing

Increase New Business, Strengthen Client Loyalty, Generate Referrals

Strong testimonials are proven to bridge the 'decision gap' between the results your business (and your brand) promises and the confidence and trust your prospects need to choose your business ahead of other options (choosing to do nothing or going with one of your competitors).

In market sectors where differences between competitors are or may be perceived as small, strong testimonials elevate your business ahead of all others. Even established market leaders need testimonials to reinforce their proposition.

Winning testimonials uncover the true business and personal value a client derived from working with your business. They reveal the issues, reservations, successes and emotions of ideal clients and clearly demonstrate your unique approach in the provision of each of your service offerings.

These real-life accounts will form deep connections with prospects who find themselves in similar circumstances. Upon seeing how your experience and services match their needs, these prospects have a natural attraction to deal with you over other providers.

Here are other key benefits from my approach to create your client testimonials:

- Generates Leads
 - Grabs attention by using 'sound-bites' to quickly highlight the value your business delivers
 - Pre-sells prospects, establishes confidence and builds trust
 - Directly addresses ideal client issues – so attracts ideal clients!
- Grows or Maintains or Your Profit Margins
 - Prospects buy into the proven value your clients say you deliver
 - Relegates price in your prospects decision-making process
- Retains & Sells More to Existing Clients
 - Removes any 'buyers remorse' your client may have
 - Maintains and builds your client relationship
 - Develops opportunities for additional business from your clients
- Boosts Staff Morale
 - Everyone feels enthused when clients openly salute a job well done
 - Promotes the business benefits from working as a team to deliver great client results
- Improves Your Service and Your Marketing
 - Delves deeper into their true feelings and benefits they achieved
 - Improves your marketing by identifying the key client drivers
 - Uncovers issues that enable you to further improve your service
- Creates Referral Business
 - By getting your client excited about the results you deliver, I have the ideal opportunity to ask for and receive referrals for you.

"Your testimonials and case studies really do help to communicate what we can do for potential new clients and most importantly, help us to win new contracts..... including two recent significant client wins."

Software Development Company

How does my Testimonial Marketing service work?

Through an initial consultation or email questionnaire, I gain a firm understanding of the services you offer, how you are different from your competitors, your approach, the make-up of ideal clients and the goals and future direction of your business.

This process provides valuable insights for both of us and allows me to work with your clients to develop testimonials that will work for you going forward. To attract new clients, your testimonials must be written to reflect your future services and direction, not yesterdays' services.

This information is also important for me to encourage referrals from your clients.

From your introduction, I conduct telephone interviews with your clients. From their responses to my conversational questions, I craft a testimonial which is emailed to them for approval.

If left to their own devices, your clients will never explore the full range or depth of benefits they gained from working with your business. They have more important things to do.

Upon receiving client approval, I forward their testimonials to you and will show you how to use them in multiple ways to maximise their positive impact on your business.

Your testimonials will vary in length; some longer and some just a few sentences. They will be natural to prospects when viewed as a collection.

See what clients say at <http://ianedwardshq.com/testimonial-marketing/>

"Our latest client testimonials are very much their own words and emotions but delivered in a way that establishes confidence in our company and answers many of the questions of prospective clients before they even phone us.....has produced great results"

Home Care Provider

Investment Options

A one-off bank of testimonials will work for a while but will look stale as clients and prospects re-visit your website and other online properties over time. Adding a small bank of strong testimonials will get you off to a great start but a constant drip-feed delivers the best results.

Fresh drip-fed content appeals to both prospects and Google. This consistently demonstrates the quality of your business and service over time. Monthly testimonials are also a great platform to build ongoing case studies and an easy-to-implement PR programme. Both will enhance the results from your marketing.

You can choose to add further value to your testimonial programme when you select additional client feedback and my marketing insights. The additional feedback and insight benchmarks your company performance from your clients perspective, providing the detail to improve both your service and marketing.

Your testimonial marketing programme will be individually tailored to match your marketing and sales goals and your budget.

See what clients say at <http://ianedwardshq.com/testimonial-marketing/>

Simple, No Risk Guarantee

I want you to be delighted with your new testimonials. That's why I offer first-time clients a simple, no risk guarantee – *If you are not 100% delighted with the first testimonial I develop for you and do not believe it will help your business to convert more sales, I will immediately refund your money.*

This guarantee is offered against a firm order for one testimonial, preceded by an initial email questionnaire about your services, differentiators, ideal client profile and future direction.

In the event you decide that my testimonial service is not for you, I will refund your payment without question.

That said, you can trust me to do a great job for you.

Drop me an email to ian@ianedwardshq.com or call 07738 554651 and we'll take it from there...

What Do Clients Say?

Software Development Company

Your testimonials and case studies really do help to communicate what we can do for potential new clients and most importantly, help us to win new contracts. In particular, your approach to testimonial writing helps our clients to go into more detail to uncover all the benefits they received from working with us. **Their and your words echo our company values, resonate with our prospects and help us to increase sales, including two recent significant client wins.**

Having been recommended to you by one of our business partners, I had high expectations of your work. Happily, you were able to deliver what was promised and did a great job. That's why I am more than happy to recommend you to other companies that want to attract more prospects and convert them into clients.

Darryl Morton, Director, Logic Software Design Ltd

Conference Organiser & Web Strategist

When you are running a conference you hardly have time to catch breath so having Ian engaged to focus on capturing the thoughts of the attendees was a god send. I was aware that such testimonials would be worth their weight in gold come marketing for the next event and I was very happy to have Ian using his skills & expertise to look after this aspect. And I certainly was not disappointed!

*It was obvious to me that everyone on the day had had an amazing time and capturing the tweets reflected that but **Ian's focused testimonials and feedback revealed a much greater level of detail about how the attendees valued the day. This information will be crucial for developing future events as well as sharpening the marketing and securing increased sponsorship.***

I have no reservations for referring Ian and, indeed, will actively look for opportunities for him as his work can greatly enhance the websites that I build.
Joel Hughes, Founder of Port80 Events & Web Strategist

Mediation & Leadership Skills Consultancy

*Thanks to you, my client testimonials are now far more constructive, positive and detailed. Even though I believe I deliver great work **I hadn't appreciated the detail of how much my clients value my services, both professionally and personally, the value that I bring and what is really important to them.***

*Your conversations with my clients also revealed much more than I expected. As did my pre and post testimonial consultations with you. **You highlighted new opportunities and delivered client insights I am now using to further improve my services** and to change my website text to attract better prospects. I know I would never have uncovered this level of detail on my own and would not have asked the questions which enabled my clients to give such meaningful testimonials.*

*When you first contacted me for a testimonial for one of my suppliers, **I quickly saw how your testimonial service would help my business to grow.** I know many in my network would also benefit from working with you so I'm passing on your details. Expect your phone to ring.*
Alison Love, Alison Love Ltd

Branding & Identity Creation Expert



Marketing Agency & Commercial Printer

*Every single one of our clients you contacted during the recent testimonial marketing engagement has been encouraged to review their business with us, resulting in a renewed focus and increased activity. In particular, **one client who was uncertain about our recommendations quickly committed to a marketing programme.***

*At first glance, testimonial marketing is an unusual service. I haven't seen anyone else offering it. I am just pleased we gave it a go as **we now have useful independent feedback and stunning testimonials which truly reflect the value we deliver.***

*I don't know what you say or how you say it, but **your conversations with our clients have deepened our relationships and secured their future business.** From your feedback, we also know how to better serve each one and how to improve our marketing messages. All from one phone call to each client - Remarkable!*

Bob Gate, Sales & Marketing Director Horizon Digital Media Ltd

Specialist Minibus Supplier

*I'm still surprised that we consistently receive calls from organisations we've never spoken to. **They tell us they have decided to buy their next minibus from us because of the great things our customers are saying about us on our website.** That's all down to you, Ian.*

Though we always offer our customers the very best services at all times the rest of the UK doesn't get to hear about it. Customers used to find it difficult to describe how we bend over backwards to help them before and after the sale, until we used your testimonials service.

*Your unique approach allows our customers to fully appreciate and describe the benefits they received when they chose to deal with our company. Instead of a few standard lines, **their testimonials provide real insights that help prospects to get to know us and understand what we do.** When we put these testimonials on our website our customers tell the world what we do. **This has brought in so much extra business.***

Graham Thatcher, MD, Pembridge Vehicle Management Ltd

Home Care Provider

With your expertise, we have moved from a few handwritten testimonials hidden in an office file to ones which we readily share in our literature and with all visitors to our website. Our company has always offered the same first class service but now we have enabled our clients to tell others how well we look after them and their families.

*Our latest client testimonials are very much their own words and emotions but delivered in a way that **establishes confidence in our company and answers many of the questions of prospective clients before they even phone us.** We know they are working as so many people openly comment on our testimonials when phoning us.*

*I'm completely won over. **Engaging you to speak with our clients and their relatives to get testimonials has produced great results.** Your independent approach and open questions enabled clients to share the real benefits we bring to them and their families and goes so much deeper than we could have obtained ourselves.*

Norrie Wilson, Managing Director, Angels Care Services Ltd
