

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 their written counterparts.

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!

30
seconds

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

• 1 interview • 1 round of edits • 1 location

60
seconds

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

• 2 interviews • 2 rounds of edits • 1 location

90
seconds

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.