

# THE INSIDER'S GUIDE on How to Share TESTIMONIALS on Social Media



Customer testimonials are a crucial part of the success of your business. Consumers don't trust brands as easily as they use to and one of the most powerful marketing tools is word of mouth. People tend to refer to friends and family for advice on which products to use and ultimately invest in. We have put together a quick and easy guide for you to follow, along with some tips on sharing testimonials.

## 1. Collecting testimonials from customers



A testimonial is a written or recorded statement that supports the credibility of a product. It consists of the customer's experience before and after using the product. Collecting testimonials can be informal, a client giving you feedback over a cup of tea, or a formal request to clients on specific products.



### TIP 1:

Always have written consent from the customer to use their statement as a testimonial. If you come across a testimonial online, first reach out to the customer and ask permission. Be clear on how it will be used (personally, online sharing, printed media).

### TIP 2:

Make sure the statement is in the customer's own words. You may correct grammar or spelling, as long as it doesn't change the statement.

### TIP 3:

Ask them for one or two sentences. A powerful statement is always more effective than a long story.

### TIP 4:

Stay away from bashing another brand. Rather focus on your own product, its benefits and results.

## 2. Using images as testimonials



A before and after product testimonial can be very powerful. This is usually where brands 'doctor' images to perfect results. Once you are known for this, your reputation is set, no matter how good the product is. It is important to keep all variables constant when capturing before and after images. Ensure that the image is of good quality.

**Important note:** Annique does not condone the editing of images for better results. We believe in our products and their abilities.

### TIP 1:

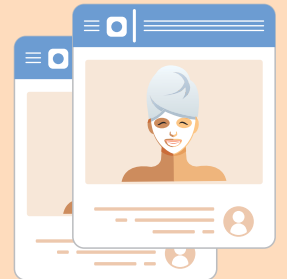
Make sure to take the before and after image at the exact same location and time of day. Rather opt for natural daylight than using a flash at night.

### TIP 2:

Take the images from the exact same angle (top, bottom, front).

### TIP 3:

Opt for a plain background. This places more focus on the affected area.



## 3. Sharing your testimonials



Testimonials can be used in a number of ways. It's important to pair each testimonial with the right type of media. Social media is a wonderful way of sharing testimonials, but be cautious of gory or intimate imagery as this may be flagged by social media platforms as sensitive content. **Therefore it's better to use written testimonials here.**



### TIP 1:

A powerful statement beautifully designed in a single image will quickly attract attention and grab viewers to investigate. **For example:** "CBD has vastly improved my life" - Leon Pillay

### TIP 2:

Use the caption section to provide more information such as the original problem, time of usage and final results.



A website is another good place for sharing testimonials. Testimonials can also be combined into a product slide to share on other platforms such as WhatsApp. Be sure to communicate important information (problem, usage period and specifications) and keep it simple and focused.

### TIP 1:

Be careful of bombarding customers with testimonials. Rather share the testimonial with them when they enquire about the product or a specific problem addressed by the testimonial.

**We encourage new testimonials! Please feel free to share your wonderful testimonials with Home Office by sending them to: [testimonials@annique.com](mailto:testimonials@annique.com).**