

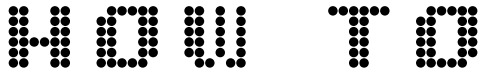
# MAKE VIDEO CUSTOMER TESTIMONIALS



**WEB CONTENT STRATEGY FOR  
THE POST-ADVERTISING ERA.**

BY TED PAGE | CAPTAINS OF INDUSTRY





## MAKE VIDEO CUSTOMER TESTIMONIALS

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### OVERVIEW

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#### SECTION ONE: WHY

1. Credibility.
  2. Your website is a TV channel.
  3. More referrals.
  4. Give people something to Tweet about.
  5. Get across the personality of your company.
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#### SECTION ONE: HOW

1. Tell a story.
  2. Make your videos “snackable.”
  3. Aggregate your videos in an online media center.
  4. Guide viewers into your online sales funnel.
  5. Encourage absolute honesty.
  6. Optimize your videos for search.
  7. Keep publishing new videos.
  8. Choose customers to interview on camera who reflect your ideal new customer profile.
  9. Intermix shots of your customers with images or video of your product.
  10. Pre-interview your customers.
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# HOW TO

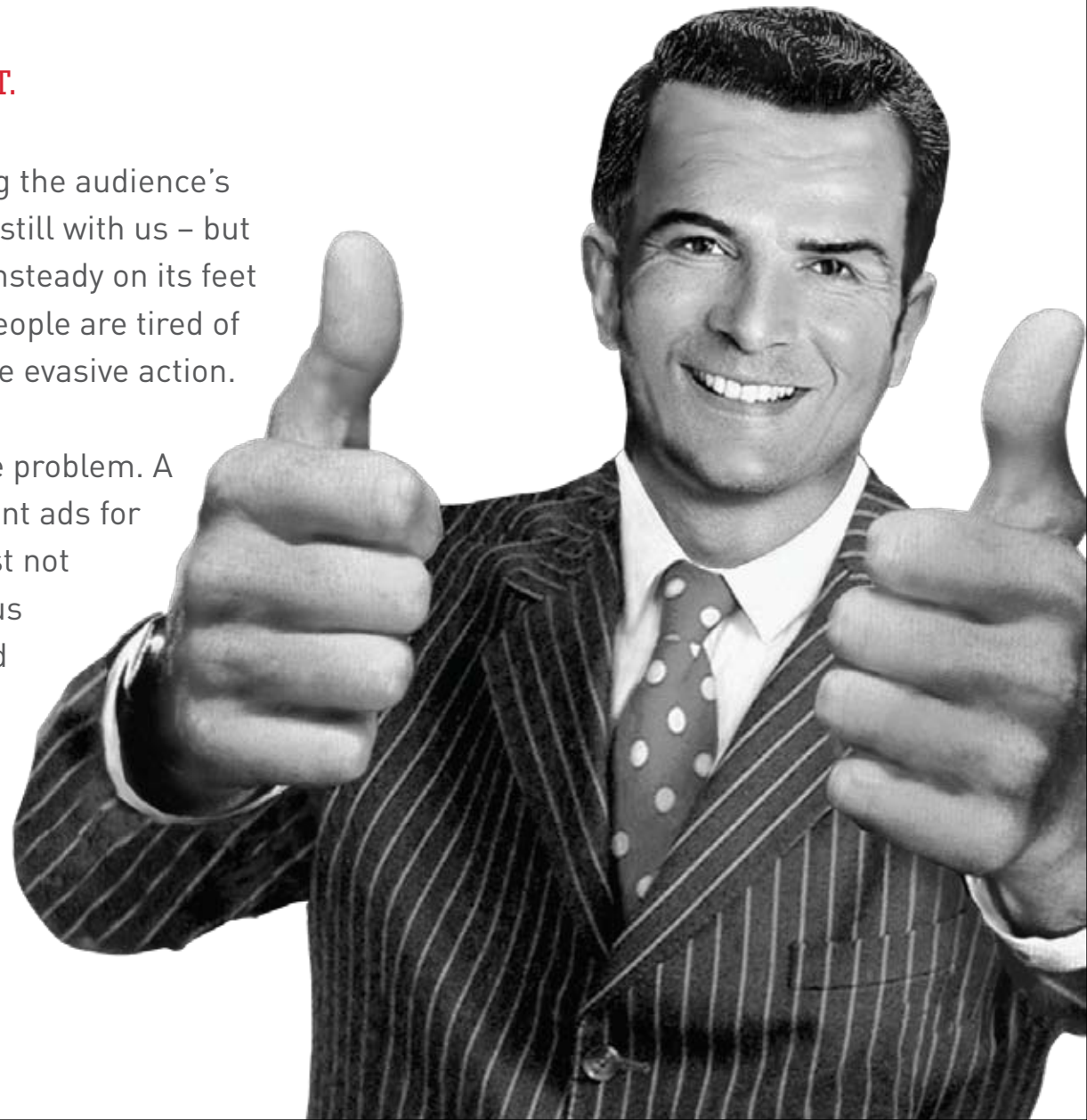
## MAKE VIDEO CUSTOMER TESTIMONIALS

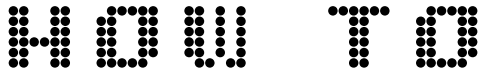
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### GOODBYE ADVERTISING. HELLO CONTENT.

Mad Men style advertising, based on interrupting the audience's entertainment or news gathering experience, is still with us – but most marketers these days recognize that it's unsteady on its feet (maybe it was the martinis). The reality is that people are tired of being 'targeted' with ads, and are inclined to take evasive action.

The intrusive nature of the ads is only part of the problem. A bigger issue is that ads, whether they're B2B print ads for circuit chips, or TV commercials for cars, are just not trustworthy. We know that they're trying to sell us something, so our guard goes up. In fact, I would argue that if you have to advertise a product these days, it probably isn't so good. We, the consumer, are secretly thinking, "If this [widget] is so great, why haven't I heard about it already?"





## MAKE VIDEO CUSTOMER TESTIMONIALS

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### INBOUND MARKETING IS EASIER SAID THAN DONE.

Today, inbound marketing – the process of pulling customers to your website so you can bypass traditional advertising and its high cost – is considered a smarter alternative to the old ways of doing business. There’s only one catch. You have to have great content on your site that people actually want to experience and then share with their friends. You can have the best social media strategy, and the best PR machine, but unless you have great content in the center of it all then your efforts won’t get results.

This e-book series is designed to provide marketers with a practical, easy-to-use guide for making great content. The pointers outlined here are the result of over ten years experience making content for innovative brands, whether they be big consumer companies like Dunkin’ Donuts, or feisty B2B brands like LiveVault (now part of Iron Mountain).

#### OLD WAY

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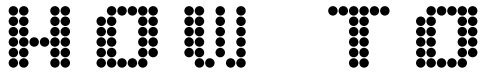
Advertising based on interruption.



#### NEW WAY

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Great web content that pulls the right customers to your website.



MAKE VIDEO CUSTOMER TESTIMONIALS

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## TOPIC 1: ONLINE VIDEO CUSTOMER TESTIMONIALS.

**In our post-advertising, web search obsessed, media overloaded world, it's time to dust off the tried and true customer testimonial, and turbo-charge it for your website with video storytelling. Video testimonials from satisfied customers are must-see TV for today's websites. Here's the top reasons why, plus 10 tips for making testimonials work harder for you on the web.**

# HOW TO

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### CREDIBILITY

Having real people on camera who have had a great experience with your brand lends unassailable credibility to your message. Your customers are your very best salespeople. They are the ones who can honestly and credibly explain to potential customers that their solar panels are cutting their electric bill, or that their vacuum cleaner is the best.



MAKE VIDEO CUSTOMER TESTIMONIALS

## YOUR WEBSITE IS A TV CHANNEL

**Make sure it has good content people want to watch.** The video player technology from companies like Vimeo and Brightcove is first rate (and free or cheap), making it easy to post videos on your site and ensure they play properly. Your web TV channel is on 24/7. And the best part is, since you're not paying a network to air your commercial, or a magazine to place your ad, your media costs are zero. All of this simplifies the process of having customer testimonials on your website.

The screenshot shows the EnerNOC website interface. At the top left is the EnerNOC logo with the tagline "Get More From Energy". To the right is a "Login" button with a right-pointing arrow. Below the logo is a navigation menu with tabs for "Energy Users", "Utilities", "Solutions", "Resources", "Investors", "Press", and "About". Under the "Solutions" tab, there are links for "Overview", "DemandSMART", "SiteSMART", "SupplySMART", and "CarbonSMART".

The main content area features a section titled "OUR PROVEN APPLICATIONS HELP YOU MANAGE ENERGY MORE INTELLIGENTLY". Below this title is a paragraph of text describing EnerNOC's services. To the right of the text is a video player showing a play button over a background image of a control room with multiple computer monitors. The EnerNOC logo and tagline are overlaid on the video player.

Below the video player are two service cards:

- DemandSMART**: Comprehensive Demand Response. Text: "We pay businesses and organizations to reduce electricity usage during times of peak demand. By participating, organizations can help protect your community from blackouts, keep electricity rates stable, and help the environment by providing a clean alternative to fossil fuel-burning peaking power plants."
- SiteSMART**: Data-Driven Energy Efficiency. Text: "For many businesses, energy is one of the largest expenses. But less than 10% of companies actively manage their usage through advanced technology. Consistent, data-driven attention to energy consumption leads to persistent savings. EnerNOC has developed the technology-driven solutions and the proven expertise to help you identify low-

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# WIN |

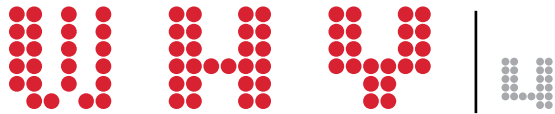
### MORE REFERRALS

Customers are honored to go on camera and praise your business. They know that what they say matters, and that you value their opinion. It's a source of pride. And what do proud people do? They talk about what they've done with their friends. They become, in effect, a more motivated ambassador for your brand. This often results in more qualified sales leads, and a lower cost for customer acquisition.



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### GIVE PEOPLE SOMETHING TO TWEET ABOUT

Good content and social media go hand in hand. People see something, then send tweets about it to their friends. This amplifies the power of your testimonials.



Video content provides more sharing opportunities. But sure to have a Bookmark and Share feature wherever your videos are posted.

**HOW TO****MAKE VIDEO CUSTOMER TESTIMONIALS****UN-ADVERTISING**

## GET ACROSS THE PERSONALITY OF YOUR COMPANY

The era of UN-advertising on the web is much more personal and human than the brochure-ware of the past. Nothing speaks to the unique personality of your company better than the people who trusted you – and are glad they did. Your customers are your brand, and they have a lot to say.



# How To

## MAKE VIDEO CUSTOMER TESTIMONIALS

# How To

### TELL A STORY

Before you interview people, think about what story you want to tell. For example, do you want to get across the fact that wind farms benefit local economies? Or that your software is easy to use? Once you know what story you want to get across, develop a list of questions that are likely to inspire the interviewee to tell the story you're looking for. If you are planning to have multiple people in a single video, you can edit the piece so that the various responses string together to create a compelling narrative. Here are some examples of video storytelling created for **First Wind**, a developer and operator of wind farms.



# HOW TO

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# HOW TO

### MAKE YOUR VIDEOS "SNACKABLE"

Keep each video less than four minutes, and ideally 1-2 minutes long – or less. People hunt for information and prefer to nibble short videos.



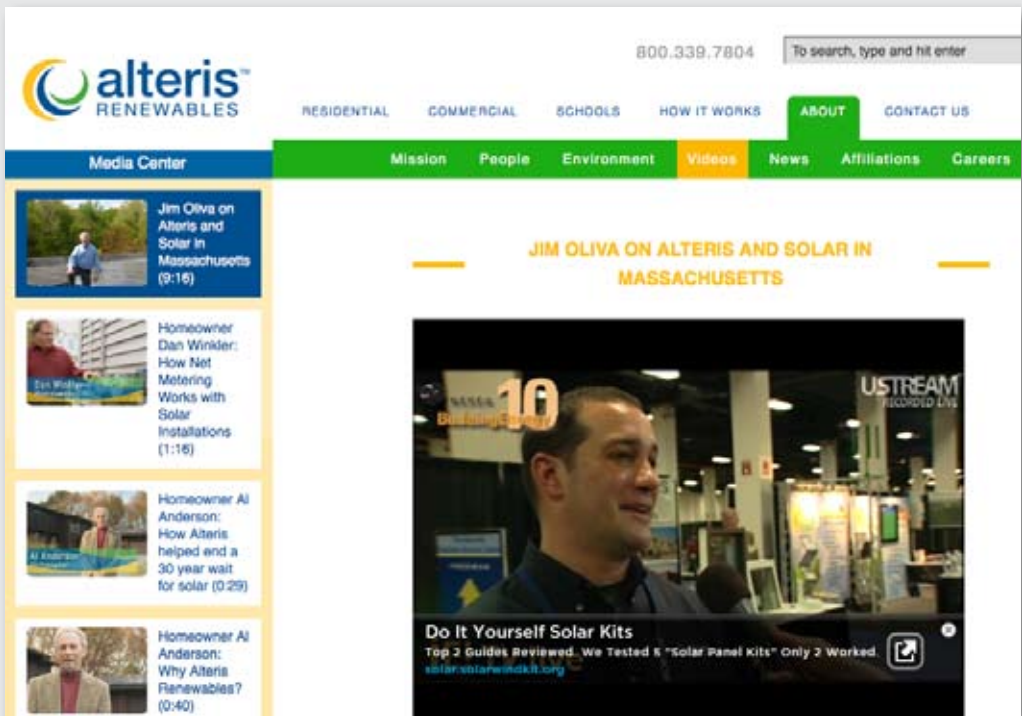
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# How To

## AGGREGATE YOUR VIDEOS IN AN ONLINE MEDIA CENTER

A media center, like this one from **Alteris Renewables** makes it easy for customers to browse.



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# How To

### GUIDE VIEWERS INTO YOUR ONLINE SALES FUNNEL.

Picture someone at their computer, watching your videos. They've watched three or four, and now they're ready to take the next step, perhaps to request an estimate. The layout of your web page that's displaying the videos should clearly show your offer and encourage viewers to click. Think of your videos as cups of delicious Starbucks coffee in Barnes & Noble. The longer people hang around, the more likely they are to buy. Just make it easy for them to take action when they're done sipping, or you'll lose them. You have to be careful, however, not to be in the customer's face and selling overtly. Remember that this is UN-advertising. You're educating your customer, but also making it clear that you are there for them when they're ready to buy.



**Get Started Now!**  
Click to learn more



**Qualified  
Sales  
Leads**

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# HOW TO

### ENCOURAGE ABSOLUTE HONESTY

When you interview customers, encourage them to tell the unvarnished truth and not to gild the lily just because they're on camera. People see right through BS, and recognize the truth when they see it. You might even want to have a customer talk about a situation where, for example, a problem occurred with the product you're selling, and how your company recognized their error and fixed it. This gets to the heart of credibility, and your customers will appreciate it far more than canned expressions of delight.



**DON'T DO THIS. PLEASE.**

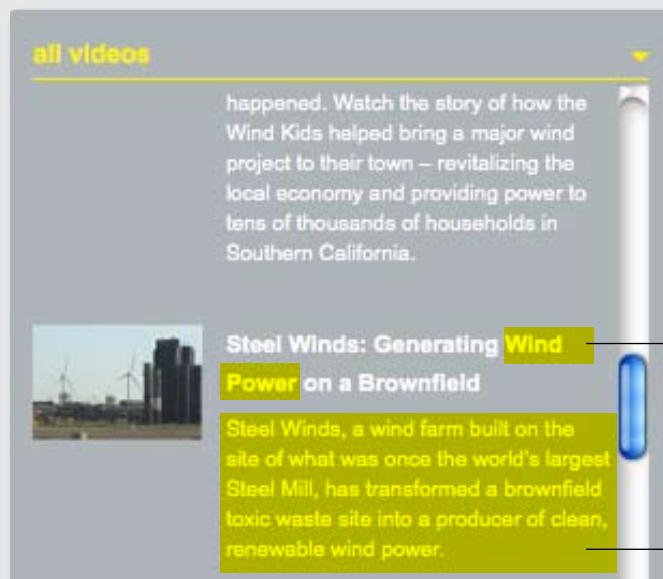
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# HOW TO

## OPTIMIZE YOUR VIDEOS FOR SEARCH

Do some research to see what search terms your target audience is using to find solutions like yours. Then give your videos titles that include those search terms. In addition, when you post the videos to your web page, include some text that's relevant and searchable and make sure this is in close proximity to the video. Some companies actually publish transcripts or abstracts from the videos on the same page as the videos. The reason this is important is that search engines like Google can quickly locate text, but not video files. In addition, when you publish your videos on sites such as YouTube, add "tags" to each video that put them in easily searchable categories (i.e. solar power, cars, etc).



Wind Power is a popular search term

Text in proximity to the video is also easily searchable.

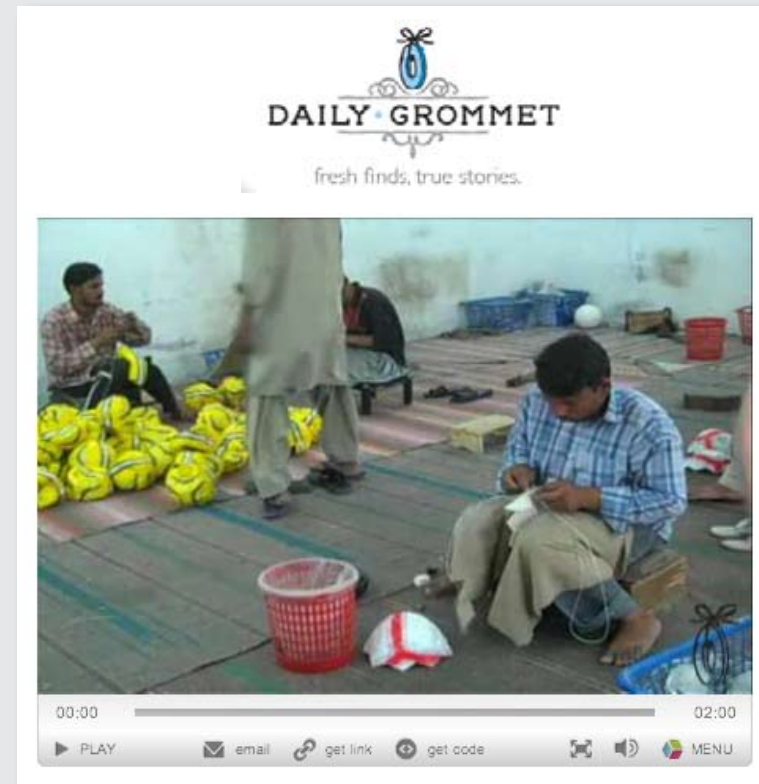
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# HOW TO

### KEEP PUBLISHING NEW VIDEOS

Just as you're constantly gathering customer case histories for print, it's important to continuously publish videos to your site. Customers like seeing new, fresh stuff on your site. And search engines will rank your site higher if it's frequently updated with new content.



The Daily Grommet has found success by publishing a new video every day.

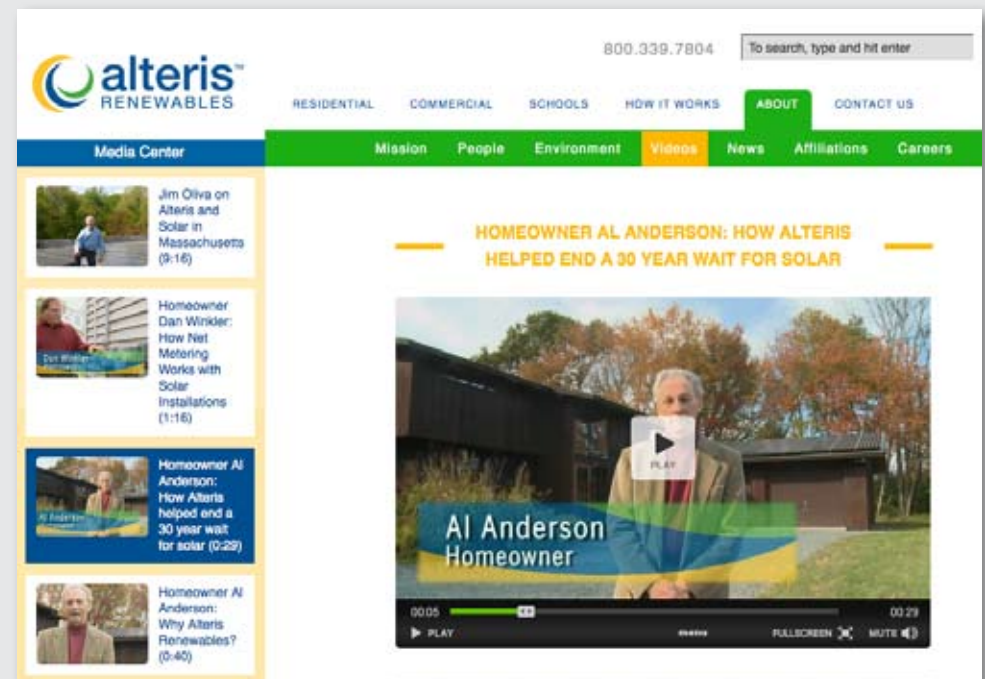
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# HOW TO

## CHOOSE CUSTOMERS TO INTERVIEW ON CAMERA WHO REFLECT YOUR IDEAL NEW CUSTOMER PROFILE

Look at the buyer personas of customer groups who are most likely to buy from you, then find current customers to interview who match those profiles as closely as possible. You want your web audience to relate to the person they see on screen. Also, remember that you're not looking for models. You need people who look real, and not like they just jumped out of a JCrew catalogue.



Al Anderson is an Alteris Renewables customer. He also fits the profile of new customers—people who have always wanted to 'go solar' but didn't know how.

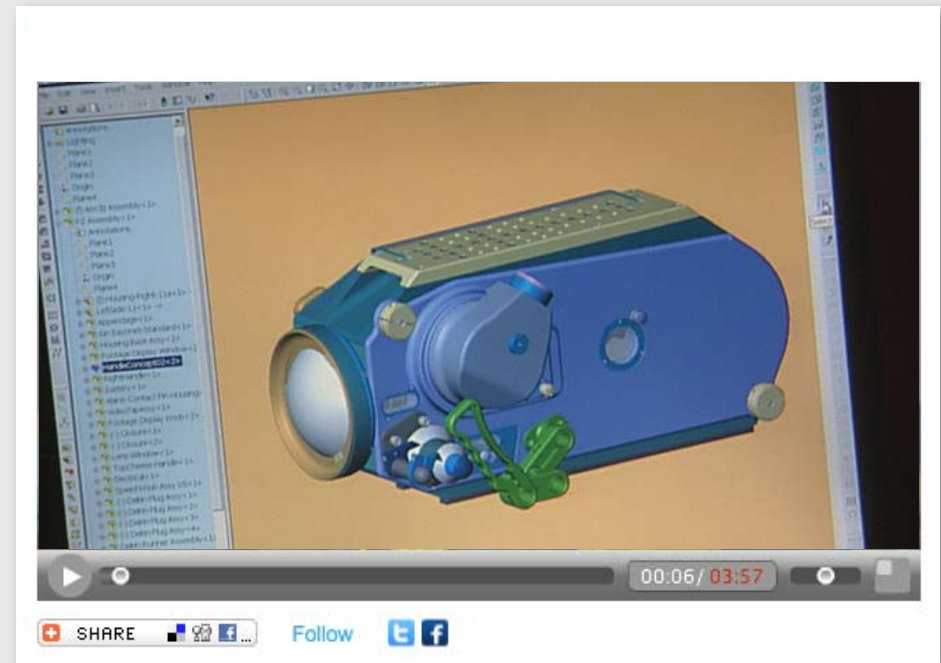
# How To

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# How To

### INTERMIX SHOTS OF YOUR CUSTOMERS WITH IMAGES OR VIDEO OF YOUR PRODUCT

Seeing just customers on camera can get a bit dull. Spice up your testimonials with 'b-roll' showing customers using the product.



# HOW TO

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# HOW TO

### PRE-INTERVIEW YOUR CUSTOMERS

Have a call with each customer before the shoot to give them a sense of what you'll be talking about. You don't want to tell them what to say, but talking with them beforehand in general terms about the subject can set their mind at ease and help them be more relaxed during the actual interview.



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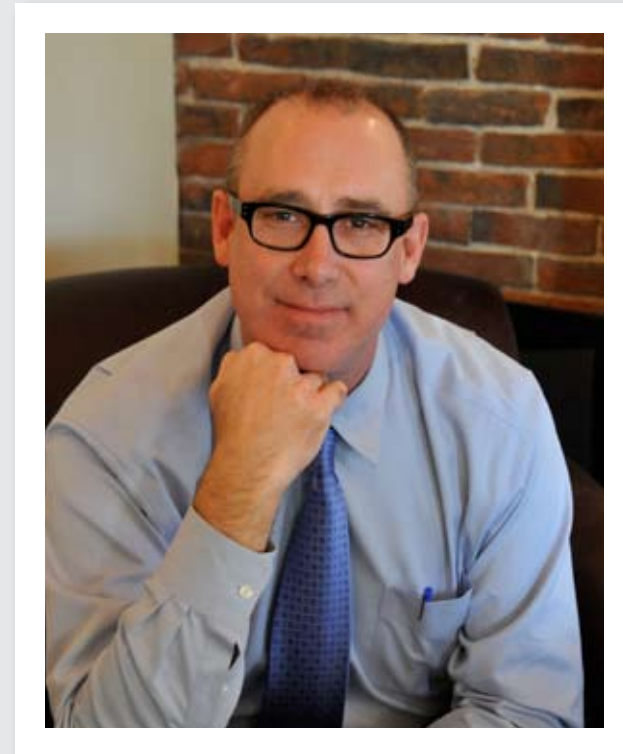
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### ABOUT THE AUTHOR

Ted Page is co-founder and Creative Director of **Captains of Industry**, a marketing agency and video production company based in Boston. Ted oversees the creative development of websites, logos, videos and interactive web marketing campaigns.

His non-fiction articles have been published in Boston Magazine, and the Boston Sunday Globe Magazine. Ted is the author of **The Willoughby Chronicles** a memoir.



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