

Testimonials Are An Invaluable Marketing Tactic

By Bob Brolhorst

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Any business owner knows that customer testimonials are a valuable addition to your business marketing materials and your web site. When customers buy your products or use your services send out a survey to them and find out what they liked and disliked about your products or services.

There are a few ways to obtain a testimonial. First leave a section at the end of the survey for customers to give a testimonial and make it clear to them that you need their first and last name and an address if possible. Another way to obtain a testimonial is to follow-up with a phone call after sale. Not only can you do you get a chance to get a testimonial but, you also are doing some great PR work and your customers will be impressed by the personal phone call. Share those successful relationships with your potential customers and clients by publishing them on your web site.

If your customers have a website of their own and are pleased with your products or service ask if they would be interested in placing that testimonial on their website. In return offer them a discount on their next purchase or project and a return link from your website back to theirs, after all the more links you have going to your website the higher your search engine ranking.

Most sites have a webpage of customer testimonials and most offer a link back to your website or to your e-mail address, so their potential clients can follow-up with you. Take a look at those businesses you work with online and see if they offer those return links, and tell them how happy you are to do business with them and see how your website traffic is affected.

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