

As a ghost-writer for WooContent, I wrote the below article for Seenit. [Published in Feb 2022](#). Below is my original article.

Video Testimonials | Why they Work & How to Get Them

Ah, social proof. The only way companies, individuals and brands can ensure that they are worth anything across the digital landscape. Social proof comes in many shapes and forms, for example, influencer endorsements, reviews and ratings and most importantly what we're going to focus on today: Video testimonials.

Testimonials are some of the most important and influential forms of marketing today. Testimonials in video format capture and illustrate the emotion, essence and experience of a satisfied customer in a truly powerful and immersive manner. This guide will unpack exactly what makes video testimonials so compelling and what you can do to make the best use of them. Let's get started.

What is a Video Testimonial?

As the name suggests, a video testimonial is simply an endorsement in video format. In customer testimonial videos, the viewer is given a first-hand account of the successful interaction, transaction and experience that a satisfied customer has had with your brand in the past.

Video testimonials can be created in multiple different formats and with different goals in mind, including:

- General praise of the overall company and the brand
- Specific comments about a product or service that a customer has used
- Compliments to a particular member of staff or the company's employees who the customer interacted with
- A discussion about how the brand solved a particular problem that the customer may have had and how this made them feel
- An emotional connection that the customer has with your brand, and how or why they are loyal to your company

4 reasons why video testimonials are so powerful

If you're looking for a full return-on-investment (ROI) on your video testimonial spend, then that might be reason enough. [Data](#) shows that almost 80% of organisations that invested in testimonial videos receive 100% in returns and enjoy a significantly higher conversion rate of 50% or more.

Here are 4 more reasons to put video testimonials at the forefront of your marketing strategy:

1. They build trust and credibility

Word-of-mouth is an effective marketing tool. Use video testimonials to take control of what your customers are saying about you while assuring viewers that they are interacting with real humans. New customers are more likely to believe other real customers that they can relate to, rather than a corporation making a sales pitch to them.

Written testimonials work well, but think just how much deeper you could go when a face is attached to it. This brings us to the next advantage of video: tapping into the viewer's emotions.

2. Videos trigger an emotional response

Videos combine words, sounds and visuals to provide viewers with a 360-degree experience of the media they are consuming. A customer's video testimonial that describes how your brand made them feel, solved their problem or helped their life in any way has the power to convince a potential customer that they could benefit from the same experience.

3. They are cost-effective

A video testimonial can be recorded and shared by anyone with a smartphone. As long as the audio is clear, it is not distracting and it gets the message across, there's no reason why you should spend a lot of your marketing budget on them. You can post them on

your social media and website, and encourage your customers to share the videos with their network.

People love sharing their opinion and love it even more when others take them seriously. Use client testimonial videos to reach a larger audience and to increase the visibility of your brand. And with the 100% ROI mentioned above, they are definitely worth every penny you spend on them.

4. Video testimonials are a great source of content

Customers who give you video testimonials will act as brand ambassadors for your company for free, and this video content can be shared across multiple platforms such as your website, social media channels and even in email marketing.

Client testimonial videos provide regular people with the chance to be content creators. When user-generated content videos are combined with brand authored content, consumer engagement can increase by [more than 25%](#). Ensure that your videos are small enough to be shared and viewed through mobile devices, and can be streamed easily on the go so no one misses out.

How to get video testimonials using Seenit

Now that you know why you need video testimonials in your marketing strategy, let's look at how you can start incorporating them. Start by making a list of happy and satisfied customers you can approach. If they have a unique story or you helped them in a special way, then that's even better. Some people might be shy on camera or would not know what to say. Offer to interview them on the phone, online or in-person to ease their nerves.

At Seenit, we have made it easy and quick for you to collect User-Generated Video from your community in minutes. Our [platform](#) can be accessed by anyone, anywhere so you can conveniently plan, collect and edit your video from one place.

Use our software to:

- Invite your customers to share their story from wherever they are
- Use our capture app on iOS or Android devices for easy organisation

- Apply your own terms and conditions, licenses and waivers for optimum security
- Provide clients with an accurate shot list and brief to ease them into the recording process
- Enhance, format and correct videos to make them perfect for publishing on any of your chosen platforms
- Collaborate with creators, offer feedback and stay in touch through messages throughout their video testimonial creation process
- Catalogue, archive and store a library of all your customer video testimonials for future use

Take your business to new heights using video testimonials

Whether they are for marketing purposes or sales, the right client testimonial video can do wonders for your business. Tackling video for the first time can seem daunting, but with some practice, you'll soon succeed. Make sure that your customers are comfortable, honest and relatable. Their testimonials will soon add value to your business.