

# Use Social Media Testimonials

*By Suzanne Kart, M.A., CeP, LERN Vice President of Marketing*

*You already know that customer testimonials are a powerful tool in a marketing director's arsenal. They offer people a third-party assessment of a program's quality – and they give a peer-to-peer recommendation that is so important in attracting today's consumer.*

*However, customer testimonials are being reinvented because of social media. Social content, in fact, is the new, more credible testimonial. People want to feel safe in their purchases – and there is safety in numbers. If other people recommend your program, it means your communication vehicles are a safer source of information.*

*When someone recommends your program on a social media site, they are doing it because they want to, not because they've been asked to. However, a study by Bit.ly found that the half-life of a social media post is a mere three hours.*

Here are five ways to get the most out of social media testimonials, expand their reach, and get them to work for your marketing effort beyond the three-hour half-life.

## **1. Take a screen shot of the testimonial and save it as a jpeg.**

You can do this for any of the social media sites and crop it so that only the testimonial is in the picture.

## **2. Add the screen shot to the bottom of emails as part of your signature.**

## **3. Post the testimonial screen-shots to other social media.**

For instance, if someone recommends you on Facebook you can post a picture of that recommendation onto Pinterest.

## **4. Include social media testimonials on your landing pages and blogs, before your call to action.**

For instance, on your course description/registration landing pages, post a social media testimonial before your “Click here to register” link.

## **5. Put social media testimonial screen shots in your print materials.**

LERN always recommends that you cross promote between your eMarketing and print marketing pieces. This is another way to drive those who see your catalog to interact with you online.

