

DAY 27 - HOW TO USE TESTIMONIALS

Did you know that 88% of people trust online reviews and testimonials as much as personal recommendations?

That is why having good testimonials and reviews has always been key to getting new customers and convincing them to invest in your product or service. With the introduction of Facebook local pages and reviews, collecting testimonials has become much easier and more effective.

To collect Facebook reviews, your business needs to be categorized as a Local Business and have a physical address. The testimonials and reviews are usually displayed by default, but if they aren't, go to the "About Tab" and check the box that says " Show map, check-ins and ratings on the page". Voila!

A good way to actually start getting good reviews is to contact your past customers who were happy with your business and politely ask them to write a positive testimonial.

Not only can these good rankings and testimonials boost your Facebook EdgeRank and help get new customers, but they can also be used to promote your business outside of Facebook.

To do so, find your top 5 testimonials and reach out to them to make sure that you can use them.

Next, create graphics with each testimonial and copy to go along with it. Now you can use the testimonials on your website, blog, or other networks.