



Social Proof for Client Attraction

12 Ways to Attract Your Ideal Clients



Guidebook

Rock social sales with tips from Growthology Hub



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Social proof one of the best tools to elevate your brand and inspire shoppers to buy your products. It's the secret to client attraction in today's world of online shopping because shoppers want to see proof. They want to feel confident that you'll deliver what you claim you will.

Here's what you learn.

1. What is Social Proof?
2. What it does for your business
3. 12 Ways to Demonstrate Social Proof
 - 1) Display customer testimonials
 - 2) Proof of your product/service in action (e.g., before – after) pics
 - 3) Use Facebook reviews
 - 4) Online reviews (think Google Reviews)
 - 5) Celebrity endorsements
 - 6) Industry expert testimonials
 - 7) Wisdom of the Crowd - Display your best numbers
 - 8) Create surveys or Feedback forms
 - 9) Celebrate good news (e.g., we're celebrating winning the Best of Montgomery County Award)
 - 10) Share Media mentions
 - 11) Display Trust Seals & Certifications
 - 12) Display Customer Logos



What is Social Proof?

Today, potential customers have many ways of learning about new products and services that can improve their quality of life. That means that there are quite a few factors that can influence their buying decisions.

The question most often asked by business owners is, "How can I get them to buy my products/services instead of buying from my competitors?"

The short answer is INFLUENCE. You have to find a way to influence their opinions. One of the best ways to do that is by leveraging the power of social proof. As a marketer, your goal is to elevate the perception of your company to attract more customers.

Here's how it works. Say a prospective customer is searching online for a product. They have an idea of what they want or maybe they just have a problem and are searching for a solution. Either way, they're looking for options and need to be convinced that spending their money will result in getting what they want. They need assurance that they will get what they want, that it will be a pleasure doing business with whoever they choose to buy from, and that they'll be happier as a result. That means that you'll need to provide enough proof to convert prospects into buyers.

You can think of it like providing a resume and references when you apply for a new job. A resume lists your skills, accomplishments/results, education, and awards. Your list of references give testament to your ability to deliver required results. A potential employer needs a high level of assurance that the new hire will be able to deliver required results and be a great person to work with.

Potential customers want the same assurances. So, while you're not going to hand out resumes to potential customers, you can strategically place elements of social proof where shoppers hang out.



Regardless of your line of business, industry, or current reputation, I'll show you how to elevate your customer attraction factor to improve your conversion by using social proof.

Social proof is based on the herd mentality – When we see a bunch of people doing the same thing, we assume it's the right thing to do. And, you do it too.

The good news is that you can easily employ the methods to relax your prospects' anxieties and inspire them to make that final purchase decision.

One of the best side effects is that social proof makes your customers feel confident about their decisions.

Here's the thing though. Not all proof elements are created equal. Some are more persuasive and impactful than others. Plus, placement of that proof can have an impact.

Here are 12 ways to social proof your brand.



1. Display customer testimonials

Simply ask people with whom you've worked (and have had success) to write you a testimonial.

HINT: Make it easy for them by giving them a list of the services you've delivered and the benefits.

Like this:



I recommend grouping several of your testimonials on one page for greater impact. That's because:

- Testimonials usually only express a couple of things that impressed your customers. They don't tell the whole story
- There's strength in numbers. The more positive reviews you see the more convinced you become.

The best places to place testimonials include:

1. On a sales page, right after you've given the benefits of your product/service
2. Next to a call-to-action button
3. On a newsletter opt-in form. This is excellent for those who don't have a large number of subscribers to use as social proof.
4. On an order form
5. On your About page
6. Next to a contact form



1. Display customer testimonials *continued*

Another great option is to place a testimonial carousel in your website sidebar and have them appear on all of your website pages.



2. Proof of your product/service in action (before – after) pics

People want to see proof. Visual evidence of your product working will improve conversions. That's why photos are powerful social proof. Images can give shoppers an insider view the results they can expect.



For example, this promotional photo from Nutrisystem provides a visual example of a real-life customer and the results he achieved by using the product.



The unspoken message is, “If he can get these fantastic results, you can too.” You can tell shoppers your product is the best but seeing is believing. Before and after photos are a powerful way to convert shoppers to buyers.

You can up your game by encouraging

customers to upload their own before-and-after photos on your social media pages. When customers volunteer their positive reviews and confirm them with photos, they're even more likely to convince skeptics that your product works.

Everybody likes a good news story and humans learn best through stories. When you combine before-and-after photos with a brief story that shows how someone overcame their problems by using your product, you'll increase shopper's confidence that buying from you will solve their problems too.



2. Proof of your product/service in action (before – after) pics continued

Pause for a moment to think about what kinds of photos will demonstrate proof that your brand, products, or services will make customers happy they bought from you.

It's really easy. If you're in the house painting business, you can easily take a few before-and-after photos to show off your work. Capture happy customers in the after-photo increase proof of satisfied customers.



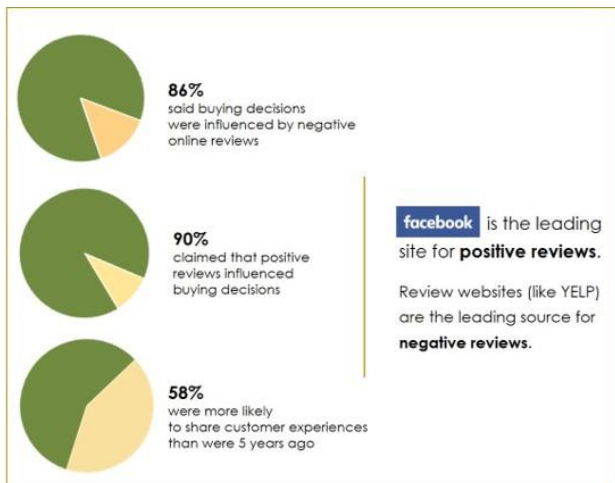
3. Use Facebook reviews

Encourage customers to review your brand on Facebook. Facebook has such a wide reach; it would be crazy to leave it out of your social proof strategy.

It's all in the numbers. Think about how many Facebook followers you already have. Now imagine how many friends your followers have. You're indirectly connected with all those people even if they don't follow you. When your customers comment and write reviews on your Facebook page, it shows up on the news feed of all their friends.

It's great exposure for your brand.

You'll also be happy to know that Facebook is the top platform for positive reviews.



Comments on your Facebook page are more likely to paint your company in a positive light than on other review websites.

Engage with your customers on Facebook to encourage them to write reviews on your Facebook page. LIKE their posts. Respond to their comments and remember that your Facebook page acts like your virtual store. It's the place where customers and shoppers interact with you every day. Be sure to make your page look like you're open for business by posting at least once a day.



4. Online reviews (think Google)

Reviews serve as social proof rather than slick marketing. Millions of people use Google every day. That's why Google reviews are one of the top ways good businesses provide potential customers with social proof that they're worth buying from.

The screenshot shows a Google search result for 'Pet Friendly Dog Bakery'. On the left, there are three search results: 'Best Treats For Pet - The Friendly Dog Bakery', 'Pet Friendly Dog Bakery - Home | Facebook', and 'Pet Friendly Dog Bakery - 17 Photos & 12 Reviews - Pet Stores - 43...'. On the right, a detailed business listing is shown for 'Pet Friendly Dog Bakery' with a 4.9 star rating and 44 Google reviews. The listing includes the address (4324 Main St, Philadelphia, PA 19127), hours, and phone number. Below the listing, several customer reviews are visible, such as 'Great location, great space and great staff.' and 'Indoor play area for dogs with dog tv running was very impressive.'

Customers and fans are able to go online and list their thoughts about the company without having to download an app. Web searcher can type in a search query and stumble upon businesses with reviews from actual customers. It helps shoppers make informed decisions about whether or not they should engage with your business. Positive reviews inspire a willingness to buy from you.

1. Google Business Reviews Increase Brand Trust
2. Google Reviews Convert More Customers
3. Google Business Reviews Increase Online Exposure & Local SEO
4. Improves Click-Through Rates to Your Website



4. Online reviews (think Google) continued

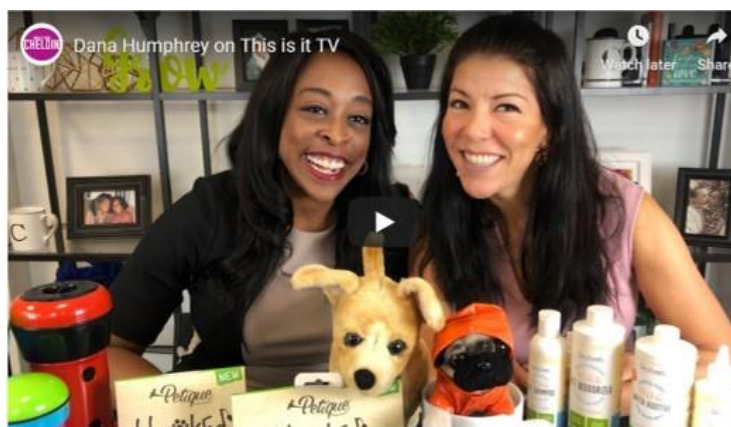
NOTE:

1. Verify your business so your information is eligible to appear on Maps, Search, and other Google services.
2. Remind your customers to leave reviews. Let them know that it's quick and easy to leave business reviews on mobile devices or desktop computers.
3. Reply to reviews to build your customers' trust.
4. See how here > <http://bit.ly/30AcGC0>



5. Celebrity endorsements

Don't discount this one too fast. While you may not have the connections to get Oprah or Brad Pitt to recommend your product, you can look for local celebrities or regular people with large followings on Facebook or Instagram.



NOTE: The Federal Trade Commission requires social influencers to clearly disclose their relationships with brands they promote.

Here's how. Browse through your followers. Look for anyone with 10k, 20k, or more followers. Reach out to them directly to see if they'd be interested in becoming a brand ambassador for your business. You may even have better success with these people as opposed to celebrities with millions of followers.

You may want to consider celebrities whose image will resonate with your business, product, or service.



6. Industry Expert Testimonials

Validation from professionals who know the difference between good and great can be the deciding factor that converts shoppers to buyers. You'll want to reach out to customers who are widely recognized as professional experts. Ask them if they're willing to give your business a testimonial.

Next, make a list of industry experts relevant to your business. Take a few minutes to compose a simple script that:

1. Introduces you and your business
2. What you value about them professionally or something about their work
3. Who your product has helped and how
4. What you'll do in return

Figure out which experts in your industry may be relevant to include. For example, if you're a massage therapist, getting a positive testimonial from a chiropractor makes sense.

Be sure to the testimonial includes the expert's:

1. Full name
2. Company name
3. Title
4. Photo of Industry Expert (try to get a photo of them & your product or a photo that features both of you together)
5. How your product or service helped them (2 or 3 specific examples)



7. Wisdom of the Crowd – Display your best numbers

People like to know they're not alone. They look for confirmation that others like the same things they do.

Let your numbers do the talking for you. This type of social proof is when a large group of people is seen to be endorsing your brand. Examples: having thousands of customers or millions of followers on your social media profiles. It is based on the idea that we follow the behavior of others based on the assumption their actions reflect correct behavior. Shoppers believe consumer reviews are every bit as reliable as those of professional critics.



You may consider using the Wisdom of the Crowds by sharing things like:

- The number of people who downloaded your eBook
- How many customers you have served
- How much money people have saved by using your business
- How many social media followers you have
- How many 5-Star Google Reviews you have

- NOTE: If your numbers aren't impressive, don't share them. Focus on the extraordinary to demonstrate social proof that others happily buy from you. Take a look at your best numbers to see which ones are worth displaying on your website.



8. Create surveys or Feedback forms

Few people will take the time to write glowing reviews. They may tell you but they're not going to sit down and compose a masterful recommendation for your product. That's understandable. People are busy and they often worry that their work won't be good enough. You have to realize people are busy and giving incentives may not persuade all your customers to write glowing reviews of your product or service.

Your best option may be to create a simple survey or feedback form. Rather than asking your customers to type out customized reviews, give them clickable click predetermined survey responses. It's quicker, takes less effort, but can be just as effective.

Here's an example from LL Bean:

The screenshot shows an L.L.Bean Customer Survey form. The survey is titled "CUSTOMER SURVEY" and includes four questions, each with a 5-point Likert scale. The questions are:

- Please rate the sales representative's ability to respond to your specific needs?
- The overall knowledge of the sales representatives
- The friendliness of the cashier.
- The speed of the checkout process.

Each question has a scale from 1 (Extremely Dissatisfied) to 5 (Extremely Satisfied). The form also includes "BACK" and "NEXT" buttons at the bottom.



9. Celebrate your good news

When it comes to client attraction, you're allowed to brag as long as you're not too obvious. Social proof is the art of letting everyone know about your success and the professional recognition you've received. While your parents may have told you not to brag, you'll be happy to discover there are creative ways express your achievements without looking pompous or self-centered.

Here's how. Think of how great you feel when you receive an award, recognition for your work, or finish a big project. Sharing your happiness is the first key to sharing your achievements without looking like you're bragging. The second key is the fact that people like good news stories. Combine these two and share things that establish your credibility.





9. Celebrate your good news continued

A few things you may consider celebrating are:

- Winning an award
- Receiving a new professional certification
- Being featured in a respected publication
- Receiving new endorsements or positive testimonials
- Finishing a big project



Sharing your achievements builds credibility. Shoppers take you more seriously when they see you've received official recognition for your work. It's a great way to show your credibility. An added benefit is the ability to tag and share social media audiences.



10. Share media mentions

If you've seen logos of different publications splattered across some websites, you've seen how this works. It's the simple process of showing the logos of publications, TV shows, organizations, or academic institutions that have featured you or your product.

This can be something as simple as an interview that you gave, an article that features a quote attributed to you, an article you've contributed, or an endorsement you've received.



It doesn't have to be a formal media establishment like ABC News. It can be a popular website in your niche. If you've ever been featured there (guest post, interview, etc.), you can place the logo on your website as a form of proof. You'll often find these displayed on website homepages but they can be repurposed for social media posts too.

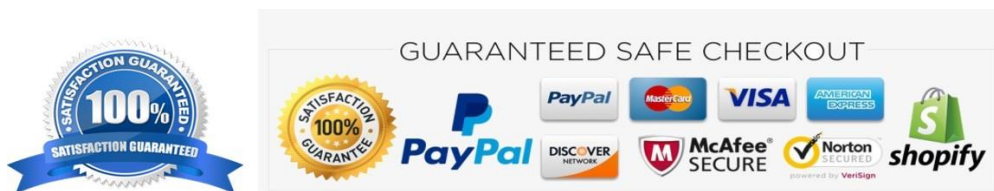
NOTE:

An easy way to find places that want your professional advice is to visit [HARO](#) (Help A Reporter Out). It's an online platform that connects reporters with professionals. If you have expertise in an area, you can become a source.



11. Display trust seals & certifications

Trust icons help customers feel safe working with you. Certifications have the same effect. These days, many people rely on these signals to feel secure that you're not an online con artist from a remote country trying to rip them off. Certifications that demonstrate your expertise can give potential clients that final push in the right direction.



This works well on service pages and can be repurposed to social media posts.



12. Display Customer Logos

A fun way to display social proof is to feature a client list. Make it easy for shoppers to see who else buys your product. Do this by featuring the logos of companies who use your product.



NOTE: It helps if your customers are recognizable companies in your industry or community. Studies show this is even more impactful than a verbal endorsement from an influencer.

The bottom line . . .the goal of social proof is simple. When you let other people tell potential customers how great it is to do buy from you, it's impressive. For those times when you want to speak for yourself, you'll look more believable when you've got proof that others back up your story.

Social proof is the secret to client attraction in today's world of online shopping. Shoppers want to see proof. They want to feel confident that you'll deliver what you claim you will. And, remember, in the world of online shopping, there is no shortage of other options.

You now have 12 different ways to attract new customers using social proof. Think about building as many as you can into your social media posting schedule. Try sharing a different one with your social media fans each week to keep them interested, you're the best choice and to convince them that it's good to buy from you. You'll love the way new customers flock to your door.



You now have 12 proven ways to attract new customers using social proof.

Now it's time to:

1. Grow your own loyal social media community by creating authentic relationships
2. Become well known for your professional expertise
3. Inspire more sales

You're ready to rock social sales!

For more ways to rock social sales, visit GrowthologyHub.com.

Rock social sales with tips from Growthology Hub