Bonjoro’s Testimonial Playbook

How to grow your business WAY faster using happy customer testimonials!

“Every one of your marketing claims should be supported by evidence.”
ANDY CRESTODINA

“Testimonials describe what has been, and are a promise of what’s to come.”
RON KAUFMAN

“Bonjoro Testimonials is the easiest platform to get customer testimonials. So get on it!”
CHRISTO HALL | BONJORO CUSTOMER
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Why testimonials matter to your business

Three statistics you need to know

Every business lives or dies on the back of some fundamental metrics. When you boil it down, customer testimonials can help you with two metrics that are mission critical to your growth:

- Conversion rates
- Traffic

Here are just three statistics that prove this point:

**#1** On average, testimonials on sales pages increase conversions by **34%**

**#2** Websites using testimonials see an increase of **45%** traffic compared to those who don’t

**#3** 90% of users say that seeing a video about a product is useful for making decisions

To put it bluntly, if you are not taking care of testimonials, you are leaving money on the table. Lots of it.

Sources:
https://optinmonster.com/social-proof-statistics
https://www.bigcommerce.com/blog/customer-testimonials/
https://www.lemonlight.com/blog/67-video-marketing-stats-you-need-to-know-for-2022/
Customer acquisition costs sky-rocketing

If you want to grow your business, you need to acquire traffic, and that traffic needs to convert into paying customers. Simple.

But there’s a huge problem right now, and it’s this: the cost of acquiring leads is rising fast, very fast.

Everybody says this, but let’s take a look at some data:

#1 Facebook CPM grew by 30% from March 2020 to March 2021

#2 It costs 5X more to attract a new customer than to retain an existing one

#3 Google organic is quickly being eaten up by PPC ad dollars

Sources:
- https://www.telegraph.co.uk/business/2022/02/02/ftse-100-markets-live-news-cost-living-energy/

Just look at the news. On 2nd Feb 2022 Paypal’s stock plummeted 25% in a single day, more that the 16% decline it saw in March 2020. The reason? Rising acquisition costs. Here’s a snippet from the UK’s Telegraph story:

Last year PayPal began offering $10 credits to new users in an attempt to drive growth, but found that many were being opened by fraudsters.

The closures, and changes to focus on existing customers rather than new ones, led it to abandon a goal of having 750m active accounts by 2025. PayPal said rising inflation meant some customers were spending less.

Just a single day later on Feb 3rd, Meta (formerly Facebook) followed up with a 20% stock slump after announcing it’s first ever decline in DAUs (daily active users) in the last quarter of 2021.
This is no coincidence. Acquiring leads and users is simply getting harder, and I’m sure you’ve all experienced this first-hand.

In 2019 you could knock out content and rank fairly well for long-tail keywords. But the pandemic hit, and something changed - suddenly everyone rushed to the same channels, and those organic keywords got eaten up by large companies with way bigger PPC ad budgets.

Spend any time looking at tools like Ahrefs to see when and where companies switch on their ads, and you’ll see a big switch on in late 2020, that hasn’t abated yet.

Here’s just one keyword from our world that was fairly uncompetitive 2017-2020. Then 2021 and boom!, some major players quickly flow in.

You just need to look at Google’s 2021 profit growth to see how this all played out - a short dip as the pandemic hit, but then a rapid lift as more companies crowded into the digital space. And yep, this hurt all of us smaller companies, big time.

Sources:
https://www.theguardian.com/technology/2022/feb/03/facebook-stock-shares-meta-mark-zuckerberg
Rise of customer-led growth (CLG) vs. product led growth (PLG)

I love product led growth. Who doesn't? It's been responsible for 30% of all Bonjoro's revenue growth since we launched back in 2017.

But as of 2022, there's a new kid on the block: customer led-growth (CLG for short).

We're not talking here about customer support or customer success creating better customer retention, and growth. That's a given nowadays. No, we're talking about a new breed of tools and systems around how you can identify your future best customers whilst they're in your funnel, and proactively nurture them to become loyal superfans who advocate for your business.

These superfans not only contribute to stronger growth through increased customer lifetime value (LTV), they actively bring you more customers, in much the same way as a strong PLG funnel, creating a flywheel effect on your growth.

If you want to read a book that absolutely nails not only the theory, but the practice behind CLG, we highly recommend reading Pat Flynn's seminal book, Superfans.

This is not some flash in the pan, CLG is where the future billion dollar businesses are already being built, and you do not want to get left behind.

Testimonials play a central role in your customer-led funnel. If they're used in the right places, and at the right time they can bring those customers closer to your business, but also unlock brand affinity that turns a casual customer into an active superfan.
So what even is a customer testimonial? When we think of testimonials, we mostly think of quote blocks on a website, or professionally edited video testimonials. But there’s so many more types you need to know about. In fact, things are changing quite fast, and there’s a bunch of new styles and formats that we think are the future of testimonials, with Wall of Love our clear favourite right now.
**Quote blocks**

The classic testimonial format. A single image of your customer beside a quick (and hopefully glowing) testimonial about your product. This is the bread and butter of testimonials and can still be hugely powerful when used in the right way, like this:

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_Here's what people think of the program._

“...one of the most worthy investments in my whole design career...”

I just finished the Product Psychology Masterclass — it was one of the most worthy investments in my whole design career. Your course helped to optimize the knowledge and inform the design work of my team with the best practices, and I’m very very grateful for that!

The time I spend on your course-evoked a habit for me that I don’t want to lose. And as a Product Design Manager for Growth at Miro, I find it crucial to invest in analyzing experience in other products and find areas of improvement. I was thinking of my career in the long run, and you really inspired me with your examples of product consulting & knowledge sharing that look extremely meaningful for me.

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https://growth.design/course

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**Influencer reviews**

A huge trend in eCommerce, but starting to grow in popularity in B2B too. Asking influencers to actively review your product can be an amazing way to generate traffic for sure. Here's a great example from Jasper, whose affiliate here discloses their affiliate status openly in their Youtube Video description and video.
Social media testimonials

Now here’s where it gets a little interesting. We’re seeing a new trend towards pulling organic social media reviews or testimonials onto your own website in a cluster. These are super powerful because they are completely unfiltered. They are super trustworthy to your website visitor. Here’s an example from our old homepage that worked so well - we’re talking 20% sign up rates for over 2 years!

And another great example here from a company called OnDeck. As you can see a Twitter Wall of Love is a super powerful approach.

https://www.beondeck.com/
Customer reviews

There's a ton of places customers can review your business. Your job as a business owner or marketer is to locate the best ones, and bring them into your sales and marketing funnel at the right times. For SaaS companies we're talking platforms like G2, Capterra or even Product Hunt. For eCommerce, it's places like Google, Trustpilot, and Reviews.io.

Here's an amazing example from Jasper.ai

Pro Tip
Gather reviews from popular platforms into a Wall of Love on your website using Bonjoro Testimonials
Blog post reviews

You can leave your customers or other influencers to write about your product, but a better strategy is to have a system in place to encourage positive write-ups. One way is to have an affiliate program, where you ask affiliates to create reviews about your business.

Another is first-party comparison articles where you evaluate your own offer vs. another competitor offer. There’s nothing wrong with hyping yourself up here, but you are best to give an accurate view on why someone would choose you, and why someone might choose your competitor.

https://aazarshad.com/resources/bonjoro-review/

https://userpilot.com/blog/appcues-alternatives/
Case studies

The value of long-form case studies is massively underrated. Sure they take your customer longer to consume, but this is all about the point in the funnel in which they are used. Case studies belong way down the funnel when someone is actively considering your product, or even using it already and looking for a reason to push through.

Some of the best places to use case studies are not just in sales outreach, or on your website, but in your email marketing to strong-fit leads, or leads in danger of falling out of your funnel. Here at Bonjoro, we send different case studies to our different user personas that match their exact industry and use-cases, so they can be inspired by the results of customers exactly like them.

Here’s a shot of our funnel, and one of the simple emails we fire out:
Video testimonials

Videos can really help people connect with your product and your brand tone in a way that no other content can do.

Video testimonials are best used right at the bottom of the funnel, when someone is making that final decision. Think about what objections they would have before taking the plunge and then request one of your existing customers send you a video testimonial that speaks to those points.

The key here is to know what these objections are, and then craft 2 or 3 simple questions that elicit the right responses from your testimonial giver.

You can learn more about what questions to ask in the next playbook chapter, or by copying our proven templates.
Wall of Love pages

OK, now here’s where you need to pay attention. The "Wall of Love" is fast becoming the must-have testimonial format on your website to increase conversions.

There’s a simple reason for this, and it’s this. More testimonials in one place increases the probability that your lead will find one that matches their pain point or use-case. And that is what you are looking for. If a customer sees a testimonial that effectively says “this product will solve your exact pain point in this exact way”, there is no way they will just up and leave your site.

Create your own Wall of Love with Bonjoro Testimonials

Get started for free

https://www.marieforleo.com/success-stories/
Testimonial emails

Just like our case study example above, testimonials can be super super valuable in your email marketing funnels. If someone has given you permission to email them, and they’re actively considering your service, then you should 100% use testimonials.

Here’s another great example from online creator Marie Forleo. This email hit our inbox within a day of signing up to her email list.

I’m diving in tomorrow and already figure out how to generate 7 figures just from watching your webinar. (Not kidding.) Use that info if it helps. It’s $1.2M.

Wait... WTF?!?! Calling you!

Hiya Casey,

Had to share this with you...

Just got this text from a colleague who sat down to watch my new masterclass. From that training alone, here’s what she got:

But what she told me next is REALLY critical.

She said, “Marie — I wouldn’t have had that $1.2M insight if I’d been listening to your class while also scrolling on my phone or trying to do 10 other things, like usual. When you told me to shut everything else off, FOCUS, and listen, it opened up another part of my brain that’s usually overwhelmed.”

I’m sharing this with you, Casey, because this information is too important to miss. The class is only up for a few more days. You can access it here.
How to collect customer testimonials
(+ exactly what to ask)

So now you know why testimonials are so super important, you’ll probably want to start gathering some up.

Problem! This can be painful and time consuming done in the wrong way. If you want your testimonial gathering to be a total breeze, may we recommend signing up to try Bonjoro Testimonials. It’s got everything you need to collect, manage, and publish testimonials in one single platform. And the best bit? You get unlimited text testimonials and 3 videos testimonials 100% free.

Here’s two of the easiest ways to gather testimonials:

#1 Request them from your customers - just share your Bonjoro link with them
#2 Gather existing reviews into a Wall of Love which you can create with Bonjoro

Here’s some of the best places to gather up your reviews and testimonials to put into your new Wall of Love:

- Twitter
- Instagram
- Google reviews
- Product Hunt
- Appsumo
- G2Crowd
- Trustpilot
- Capterra
5 great questions to ask to get the best testimonials

We researched over 100 websites and testimonials to create our new educational series Testimonials Teardown (go watch it after reading this!), where we uncover the tactics and thinking behind the very best testimonials.

As part of that research we uncovered the 5 best questions you can ask to elicit great responses from your customers.

You can also scroll down to grab one of our free templates, where you can request a testimonial with a single link, that includes all the right questions and prompts for your customer.

Q1  Who do you think is the best fit for [Your brand]?

Why ask this?

Your products and services aren’t the best fit for everyone. By having your customers establish who they are for, you build more trust and affinity with the prospect. This is absolutely key to your website conversion rates - don’t be afraid to niche down to get the best results.

Q2  What were things like before working with [Your brand]?

Why ask this?

It is important to frame benefits against how things were before. Saving 100 hours of work sounds fine, but vague and hard to relate to. Someone explaining how they were able to take the work of two full time employees and shift it to new more productive activities because of your tool, that will ring familiar for prospects and have a much stronger and more believable hook.
Q3  **What does it feel like to use/own a [Your brand]?**

*Why ask this?*

For more emotive, high-end or luxury brands you really want to get into how a product or service makes someone feel. Describing a Rolex by just listing the metals and number of diamonds is woefully underplaying it. A Rolex is about luxury, sophistication and class. Same thing with a $10,000 Masterclass. It’s not just what is said. It’s the network, it’s the community, it’s the exclusivity.

Q4  **What results have you seen now that you have implemented [Your brand]?**

*Why ask this?*

If you are in the B2B world sometimes you just want to be straight to the point. What are the benefits, and what results can people expect from using your product? Getting these benefits in front of your prospect in the most authentic way possible will have a big impact on your website’s conversion rates.

Q5  **Why does using tools like [Your brand] matter?**

*Why ask this?*

I like this question because it strikes the emotional cord of "What is this all about?". At Bonjoro we send personal videos, but why it matters is because we, and our customers, believe that human connection and relationships matter. Humans are driven by emotion - make sure people connect with your purpose, not just your product.

Collect testimonials with Bonjoro
Where to use testimonials on your website
(old way vs. new way)

Old way vs. New way

Testimonials used to be added in discrete blocks across a site.

But there's a huge trend towards larger blocks of testimonials gathered together in easy-to-read clusters.

These are what most marketers are calling a "Wall of Love". You can use a Wall of Love on a separate page, but the biggest trend we’re seeing is embedded into website sales pages where your site visitors can easily read them next to key sections of your marketing copy.

Here's an amazing example from the marketing masters, Dave Rogenmoser et al, over at Jasper.ai
Why does this Wall of Love approach work?

Believability

There is so much fake shit on the web these days, our brains are trained to look for the truth. And a single testimonial without context doesn’t cut it - people want to see a collection of real reviews instantly - so your job is to collect them into one place for your site visitors.

Framing

The more you can gather in one place, the better. Why more? In short: “Framing”. Framing is a psychological principle that says that the way information is presented affects how users make decisions.

When it comes to Testimonials this is CRUCIAL! As a marketer you can’t predict exactly which testimonial will connect with each visitor, so you need to hedge your bets.

Just think of the last time you visited a site. You’re not interested in reading everything on the site, your brain is hunting for that one crucial piece of info - a feature, a result, that you want the product to deliver. This is the same with testimonials - the more you have in close proximity, the more chance your visitor’s eye will land on that crucial soundbite.

Bandwagon Effect

It’s a simple fact of life that the more that a group of people believe something, the more likely others will follow. This is called the Bandwagon Effect. Think about the last time you went to a food market - the longest queues trigger an instant reaction - “oh that one must be good, look how many people are lining up”. So you join the back of that queue.

The same principle applies on your website. Picture your customer testimonials like a food market queue. The more testimonials you can gather together near your signup CTA, the more likely your visitor will join the bandwagon, and make that leap. Try it in an A/B test, and you’ll see the effect almost instantly.
Loss Aversion

Often we are too focused on what prospects will gain when we design our websites. But people are more psychologically attuned to act based on what they might lose.

As an aside, you can also apply this principle to your cancellation pages. For example you can tell customers that they will lose access to key features when they cancel. The strength of loss aversion will greatly increase your retention rates at this point in the funnel.

Here's a great example we saw recently from Mailshake:

https://thedecisionlab.com/biases/loss-aversion

So make sure to gear some of your testimonials towards what someone might lose if they don’t sign up or buy your product. This psychological trigger will dramatically improve your sign up rates.

Look again at how Growth design uses testimonials alongside their buyers other alternatives. They are playing heavily on the prospects desire to avert the loss of significant sums of money on the wrong information. This is so clever:
F-Type reading patterns

People read in F-type patterns like this:

(Taken from this amazing twitter thread on reading patterns from Alex Garcia)

So when using testimonials try to take advantage of this behaviour. We found a killer example on Pat Flynn's site, Smartpassiveincome.com. The combination of faces, and testimonials creates a huge connection with the visitor that we’re sure brings not only more conversions, but backs up Pat’s brand tone perfectly - you instantly feel part of his community, even before you join!

Here's another great example from Smile Direct that shows Pat's is no fluke. F-type reading patterns are real, and friendly faces are a great way to use that space.

Here's one last signup page example, where a memberships company is using testimonials to support the initial left to right reading pattern.

Community

Meet your co-founder and next investor.

Gain access to our legendary community where you can network and collaborate with over 15,000 ambitious and successful people rooting for you and your success.
Testimonial swipe file: 10 killer examples to copy from

Wall of Love on homepage (Jasper.ai)

Rated 5/5 Stars in over 1,000 reviews

Read why thousands of marketers, writers, and entrepreneurs love Jarvis.

Recommended by leading experts in marketing and SEO

Wall of love on homepage (Ahrefs)
#3

What makes Invisalign Treatment special? Just look at these smiles!

Image and text Wall of Love (Invisalign)

#4

Ready to Double Your Affiliate Revenue in 60 Days?
You don't need more traffic. You just need a conversion tool!

SIGN UP FOR OPTINMONSTER TODAY!

“For some people, I’m sure OptinMonster is just a side show in their business, but for us, it’s a critical part of our success. We have increased revenue 30% since using OptinMonster.”

Nadi Lopez, Marketing Manager of Top 6 Digital

Signup page quote block (OptinMonster)
3. Capture a Real Moment

Video testimonial (Magic Flask)
https://www.lemonlight.com/blog/11-powerful-customer-testimonial-videos-done-right/

Video testimonial (DIY Kitchens)
https://www.diy-kitchens.com/customer-reviews/shaker/
I believe my students say it best, and here are their results.

Tim Grittani’s Profit Chart!

See My Top Student Featured On CNN Money

Video testimonial + proof image

Image + quote block testimonial
#9

**TONY ROBBINS**

Tony Robbins is famous for his thrilling, energetic, and focused live events. With Sumo, his team uses Welcome Mat to ensures everyone visiting his website has a similar experience by directing people to check out what Tony is currently working on.

> "Sumo is super fast and easy to implement. It gives us great flexibility with our demand generation initiatives and has helped us increase our website leads by 15%.

**KEENAN SHAW, DEMAND GENERATION MANAGER, TONYROBBINS.COM**

Made With

Sumo Pro  List Builder  Share  Welcome Mat

Visual example testimonial block

https://sumo.com/showcase

#10

"Our brand and restaurant were amazing. We just needed a simple approach to data driven advertising."

**Sound familiar? You're not alone.**

With Targetable, you’ll be able to easily:

- Automate your Facebook & Instagram campaigns
- Auto-generate creative content & strategy for each ad campaign
- Harness the power of AI to improve campaigns automatically

Registration page quote block (Targetable)
Let’s talk about Bonjoro’s customer testimonial request templates.

They allow you to easily create a simple questionnaire to share with your customers, that walks them through giving you written and video testimonials, and collects all the assets and consent you need to feature their testimonial on your site. It takes 3 minutes to create your template, and just a few seconds to share the request link with your customers.
So what should a testimonial include?

Here’s 3 simple templates to help you gather them without doing too much thinking. There’s no need for a testimonial video script - just select your template, share the link with your customer, and it will guide them through every step of the process.

Your written and video testimonials will come right back into your Bonjoro account where you can turn them into a Wall of Love or embed for your site (see our guide on that just below!)

**Bonjoro template 1 - B2B products or services**

| Q1 | Please can you introduce yourself and your role in your business? |
| Q2 | What were you doing before working with [Your brand]? |
| Q3 | How do you now use [Your brand] in your day to day workflow? And what has changed as a result? |
| Q4 | Who do you think would be a good fit for this product? |

**Assets to collect**

- Company logo
- Profile photo
- Job title
- Linkedin link (optional)

**Bonjoro template 2 - eCommerce**

| Q1 | Can you explain how you discovered [Your brand]? |
| Q2 | What does it feel like to use/own a [Your brand]? |
| Q3 | How have things changed since using [Your brand]? |
| Q4 | What would you say to someone considering buying [Your brand]? |

**Assets to collect**

- Profile photo
- Photo with the product
- Twitter link (optional)
Bonjoro Testimonial Playbook | 3 customer testimonials templates guaranteed to increase your signup rates

**Bonjoro template 3 - Creators / coaching**

**Q1** Please can you introduce yourself and your business?

**Q2** What were the major struggles that you had in your business before working with [Your brand]?

**Q3** How has working with [Your brand] transformed your business and helped you overcome those goals?

**Q4** What would you say to someone considering working with [Your brand]?

**Q5** How is your life today?

**Assets to collect**

- Company logo
- Profile photo
- Team photo (optional)
- Twitter link (optional)

Start collecting testimonials
with Bonjoro

Get started for free
Further reading

Bonjoro’s video funnel playbook
Over 30 proven video funnels to convert more customers and turn them into superfans of your business

Mastering Customer Delight eBook
Find out how to convert and keep more customers using the simple principles of Customer Delight.

Inspiring success stories from Bonjoro’s customers
Build superfans with Bonjoro