



Hints and Tips for **TESTIMONIAL VIDEOS**



About the Author



Tom Cripps

Video Producer, Smart Cow Marketing

Driven by a passion for helping businesses stand out and succeed, Tom specialises in creating engaging video content that will boost a brand's awareness and enhance its digital marketing strategies!



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tom@smart-cow.com



020 3137 1826

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Why Video Testimonials?

If we asked you to name the most trusted source for product information, what would you say? Would it be friends, family, or online reviews?

Well, according to a Nielson study¹, 92% of people say they trust recommendations from word of mouth. And when it comes to online reviews, 84% of people say they trust them as much as personal recommendations².

Now, what if we told you that there was a way to combine the power of personal recommendations with the reach of online reviews? Would you be interested?

We're talking about video testimonials.

A video testimonial is a short video featuring a customer recommending your product or service. And they're incredibly powerful. In fact, 9 out of 10 people say they trust what a customer says about a business more than what that business says about itself³.



1 <https://www.nielsen.com/insights/2012/consumer-trust-in-online-social-and-mobile-advertising-grows/>

2 <https://www.inc.com/craig-bloem/84-percent-of-people-trust-online-reviews-as-much-.html>

3 <https://www.wyzowl.com/testimonials-statistics/>

Why Video Testimonials

What's more, 79% of people prefer video testimonials to learn more about a company⁴. And 2 out of 3 people are more likely to make a purchase after watching a testimonial video⁵.

Not only are video testimonials more believable and trustworthy, but they're also more effective at converting leads into customers. In fact, 95% of people say reviews influence their purchasing decision⁶.

So if you're not using video testimonials, you're missing out on a powerful marketing tool that can help you increase leads and conversions.

Fortunately, that's where we come in. At Smart Cow Marketing, we specialise in creating high-quality video testimonials that get results.



⁴ <https://www.bigcommerce.com/blog/customer-testimonials/>

⁵ <https://www.wyzowl.com/testimonials-statistics>

⁶ <https://findstack.com/resources/online-review-statistics/>

Planning Your Testimonials

- **Set your goal, is this testimonial for the promotion of a particular product or service or just the company as a whole?**
- **Select clients that you feel will represent you well on camera**
- **Create a list of questions in advance**
- **Suggestions of what to cover:**
 - **About the client**
 - **Particular questions about their experience with you**
 - **What product or service did they use**
 - **Particular features you want to cover**
 - **Fun questions: "Favourite film, colour or song"**
- **Ask 5 give and take questions about things you do well (give) and what could be improved on (take). These answers don't need to go on the video but are useful to help get feedback on**



Tips for Behind the Camera

- **Appearance**
 - **Check the subject looks good, hair and clothes are neat and tidy**
 - **Check the background is neat and clear of clutter**
 - **Check that no objects appear to be popping out from behind the subject's head**
- **Lighting**
 - **Nice soft light to the face**
 - **A light to the wall behind the subject works well, if possible**
 - **No bright light behind the subject as this will impact the lighting of the subject**
- **Sound**
 - **Make sure there is minimal background sound as possible**
Reduce the hum of PC, fans, air conditioning, cars (if there are any), phone calls, PC messages etc.
 - **Test and check your sound recording is good**
- **Camerawork**
 - **Have a steady camera so the video is not shaky and is clear (tip, keep the camera on a flat still surface)**
 - **Make sure to keep the face in the frame, with the subject's eyes on the top line of the "rule of thirds"**
 - **Cameras positioned higher tend to make the subject look better**
 - **Keep the subject in focus**
 - **Low aperture works best to focus in on the subject**

Tips For Being In Front of The Camera

- **Use hand gestures to keep the viewer's attention and focus on listening to what is being said**
- **Give a couple of seconds between each response**
- **Avoid looking at notes when talking**
- **Keep hands away from face**
- **Don't hold anything (if possible) as you will have a tendency to fidget with it**
- **Smile and make your face animated and expressive, much more than normal**
- **Speak slowly and clearly**
- **Keep the message concise**
- **If it doesn't feel right, record the question/answer again**
- **Practice, practice, practice - prepare and practice responses as much as possible**
- **Avoid the use of acronyms. If you do need to talk about them, make sure you explain what it is as not everyone will know what they mean**
- **If you're having a face-to-face interview, look at the interviewer. However, if recording an interview online or the interviewee is recording themselves with their phone look at the camera lens**

Tips For Being In Front of the Camera

- **Be natural, try to relax and talk as you would normally. You may feel you come across as awkward, but you will be great. Honest 😊**
- **Don't be afraid to stop and to start again**
- **Appearance**
 - **Check your appearance, hair, collar and background to be clear as possible**
 - **Wear something nice and smart to represent your business and to give a professional look to the video**
- **Prepare**
 - **Read the questions beforehand**
 - **Prepare short answers beforehand**
 - **Make answers as short as practically possible**
 - **Suggest new questions if required**
- **Filming - onsite**
 - **Look at the interviewer**
 - **Take your lead from the interviewer**
 - **Be more animated than normal**
- **Filming online or recording yourself on a phone**
 - **Have a steady camera so the video is not shaky and is clear (tip, keep the camera on a flat still surface)**
 - **Make sure to keep your face in the frame, with your eyes on the top line of the “rule of thirds”**
 - **Have the camera at a slightly higher angle**

Why Smart Cow for Video Testimonials

We start by working with you to craft questions tailored for your client being interviewed ensuring that it delivers the kind of responses you're looking for and will be most engaging for the viewer.

And because we understand that not everyone is comfortable being in front of the camera, we can record the testimonial in person or online e.g., via Zoom, so we can help ensure your clients are at ease. This also ensures that we can get it right, and support them in looking great on camera.



Once filming is done, there's still a lot that goes into creating a great video testimonial. That's where we deliver professional post-production services to ensure your video looks its best. We will add captions, lower thirds and call-to-actions. In particular, for Zoom and self-made testimonials, post-production can significantly enhance the quality of the audio and video itself. We go above and beyond to create a high-quality finished product that you can be proud of.

Once complete you will have several versions of the videos edited in different formats to suit different channels such as websites, LinkedIn, Facebook, Instagram, YouTube or the channel of your choice.

About Us

Smart Cow Marketing, your trusted Digital Marketing Expert, ensures that you benefit from years of marketing expertise in creating high-quality content to help businesses grow and gain more qualified leads.

Smart Cow Marketing encompasses Smart Productions which is a video production company based in Croydon, London providing video services for businesses looking to grow their brand awareness, working with a range of clients from accounting firms and car specialists through to restaurants and other professional service industries.

The team has a combined expertise in video production, digital marketing, IT and PR. We are Google Ads Video and AdWords certified as well as Hubspot certified to name just a few qualifications. From planning to implementation, we'll craft an effective online strategy tailored to fit your business to take your online presence to the next level, whether through web design and development, SEO, Pay-Per-Click advertising, social media, email campaigns, CRM integration or video production!

Like what you read? Why not book a FREE Consultation with us?



Can we help you?

If you feel that the information in this book was of use, then please feel free to get in touch with us so you can see how our video production process can help grow your business.

Our tailored campaigns will get your business noticed online and bring new enquiries to your website. We are experts in many areas that build up the digital marketing suite including; Website design and development, SEO, Social Media Marketing, Email Marketing and Pay Per Click.



tom@smart-cow.com

020 3137 1826

www.smartcowmarketing.com

 @smart_cow

 @smartcowmarketing

 @smartcowmarketing

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