



# Testimonial & Review Marketing

A Complete plan by Align Solutions



# What is Testimonial and Review Marketing ?

- Using genuine testimonials and Reviews from happy clients in an organized way to gain the trust of potential customers is known as testimonial and Review marketing.
- Testimonial and Review marketing lets your real customers speak on your behalf.
- In this way, testimonial and review marketing lets you scale the power of word of mouth across your marketing.







72% of customers say they trust a business more if it has positive testimonials.



Regular use of customer testimonials may lead up to a 62% increase in revenue.



92% of customers report trusting non-paid recommendations (i.e. testimonials from real people) more than paid advertisements when making purchasing decisions.



88% of consumers trust online reviews as much as personal recommendations. Furthermore, 92% of consumers read online reviews before making a purchase decision.



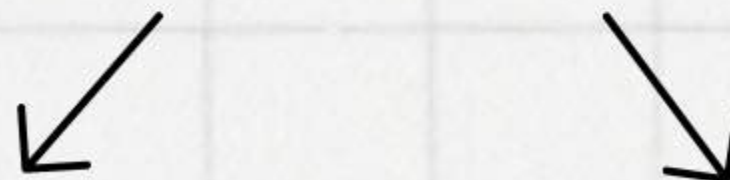
Reviews and testimonials have a significant impact on brand perception and reputation. Positive reviews and testimonials can enhance a brand's reputation by showcasing the quality of its products or services. They provide social proof that the brand delivers on its promises and meets customer expectations.



Displaying reviews can increase conversion rates by up to 270%.

# Benefits of Review and Testimonial Marketing

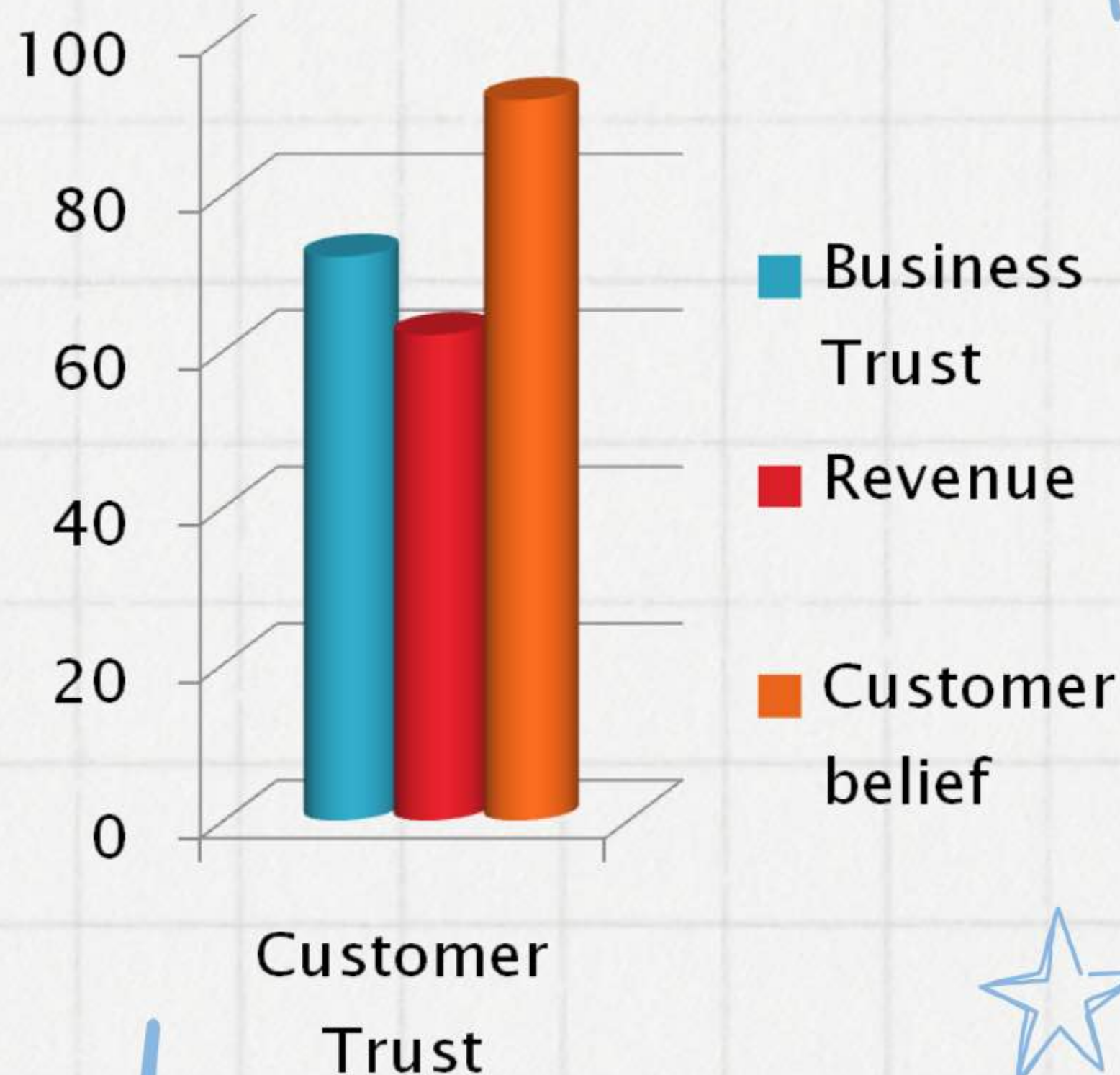
Business Success Rate





# Benefit of Testimonial Marketing

The benefits of including films into your testimonial marketing are further supported by data, with 88% of marketing teams seeing a 10+% increase in conversions from campaigns that include testimonial videos.





# Different types of Testimonial and Review Marketing recommended by us

## Customer Testimonial Videos

Your Customer are your best salesperson. Boost conversion by showing them everywhere.

## Product Review Videos

Go beyond a star rating and some boring text with engaging video reviews.

## Video Interview

Interview anyone asynchronously and instantly create great long form content for your blog.

## Review Marketing

Genuine and Organic Reviews will be taken from your Existing clients and customers.



# Some Testimonial Marketing done by us







ALIGN SOLUTIONS

PR | ADVERTISING | MARKETING | EVENT & EXHIBITIONS



B/1 ugf, Block 2, Raja Ram Kumar Plaza,  
Hazratganj, Lucknow



9026166183



/alignsolutionslko