

Play Blueprint: Testimonial Request

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👉 Why Run It: Testimonial Requests actually serve in several ways, first, by creating fans, which will lead to new conversions, with so many people reading reviews and testimonials as part of their research online.

👉 Who It's For: Honestly? EVERY business needs to be soliciting testimonials from their customers!

🕒 Implementation time: 10-20min

Play Snapshot

Creating a campaign to gather and/or post testimonials or reviews is really a “no brainer” these days, with so much emphasis in search engines and social media on reviews and testimonials. People rely heavily on reviews and testimonials to help them make buying decisions. When you’ve identified a happy customer, don’t be afraid to ask them for a testimonial or review. There are actually two ways to successfully run this play, depending on what your goals are:

Internal Testimonials: These are testimonials that will stay “in-house” with your company, or be manually posted on your website or social media. Or used in your marketing. In this case, someone is in charge of handling the testimonial once it’s been given to you. This is often the case if your business makes a habit of asking for a video testimonial, for example.

External Testimonials: External testimonials are those that occur outside of your organization – in this case, you’d create a campaign in Keap that shares the links your customers can follow to post their own testimonial to Google My Business, Facebook, Yelp, Trust Pilot, or whatever application you use to gather customer reviews. In terms of automation, this is really only an extra step or two in the play, which we’ll discuss a bit later.

Pro Tip: If you haven’t yet set up a place to gather reviews/testimonials, Go set up your Google My Business profile for your business. Not only will this help people find you in Google search, and make your business show up in Google Map searches (important if you are a local service provider), But it’s a free service and an excellent place to collect reviews. You can also connect your Google My Business account to your Keap dashboard to monitor your most recent reviews. Get started with [this article from Hootsuite](#).

Remember this – both of these scenarios are important, but you may find one is more suitable for your business model or team. What can’t be denied is how much easier this simple play makes it to gather testimonials and share them with potential clients in multiple places.

Running this play consists of deciding where you want the testimonial to be directed and sharing those links if they are external, creating the tags to denote a testimonial has been given, and ensuring there is a follow up sent to your customer.

Quick Start Guide 

In-Depth Action Plan 

Automations Bank 

Measuring Success + What's Next 
