

Why Are Testimonials Significant?



Your business may interact with hundreds, or in some capacity, thousands of customers a week; it can be easy to justify a negative or positive review as dismissible, after all, it is the opinion of only *one* client or customer. The fact that society has become significantly more communicative on a broader scale with the ability to reach thousands of people through social media and online platforms has changed the level of significance and impact one testimonial or review can have. Additionally the “shield” that is the computer screen has made people more outspoken than in in-person conversations; this can have a positive or negative impact depending on the nature of the review or comment.

According to Hubspot, **90 percent of people believe brand recommendations from their friends**. Additionally, **71 percent of people are more likely to make a purchase based on a social media referral**. One opinion based on a customer experience can certainly make a difference in how your business is perceived, ultimately affecting a purchasing decision. Hearing a referral or review from a friend or someone relatable in a noncommercialized manner is immensely powerful. Most often, the communicator has no motive for personal gain; they are simply telling the story of why they had a positive or negative experience with your business, which is a prominent reason why people find customer reviews and testimonials so believable.

Join the conversation! Leave a comment on the blog post and share what makes you want to refer a friend to a restaurant, store, etc.? How do you do it? Give an example of a referral you’ve heard and how it impacted your purchasing decision.

Next Thursday, we’ll chat about what makes a good and more importantly, effective review, before discussing how to leverage it.