

How to use client testimonials to get more bookings

Editor's Letter

Joanna Burgess



People buy from people and their experiences. When someone sees a person has had a fantastic experience with your business, they're more likely to pay attention.

“When you say it, it’s marketing. When your customers say it, it’s social proof.” - Andy Crestodina, Orbit Media

That’s why you should make a concerted effort to capture as much client testimonials as possible so that you can use in your social media and marketing. Rather than constantly promoting your amazing services yourself, take a different approach by using your customers testimony.

Documenting and sharing your five-star experience will allow you to give a glimpse of what your salon has to offer and let your customers experience it in the palm of their hands via social media.

Ever viewed a friend's story and thought to yourself, geez I wish I was there right now doing that?

Well gorgeous, that’s the type of marketing psychology we want to tap into with your social media marketing. We want to inspire your audience, through your customers, to act and make an appointment.

Did you know that a report found that 91% of shoppers read online reviews before making a purchase (Bizrate Insights, 2021). Sharing client testimony or “social proof” is a powerful way to drum up business.

There are so many forms in which you could use testimonial or social proof in your social media strategy, which I’m so excited to share with you in this month’s action plan.

YOUR GOAL:

Capture as much client testimonial content as possible. Start banking up this type of content and integrate it into your social feeds.

Joanna

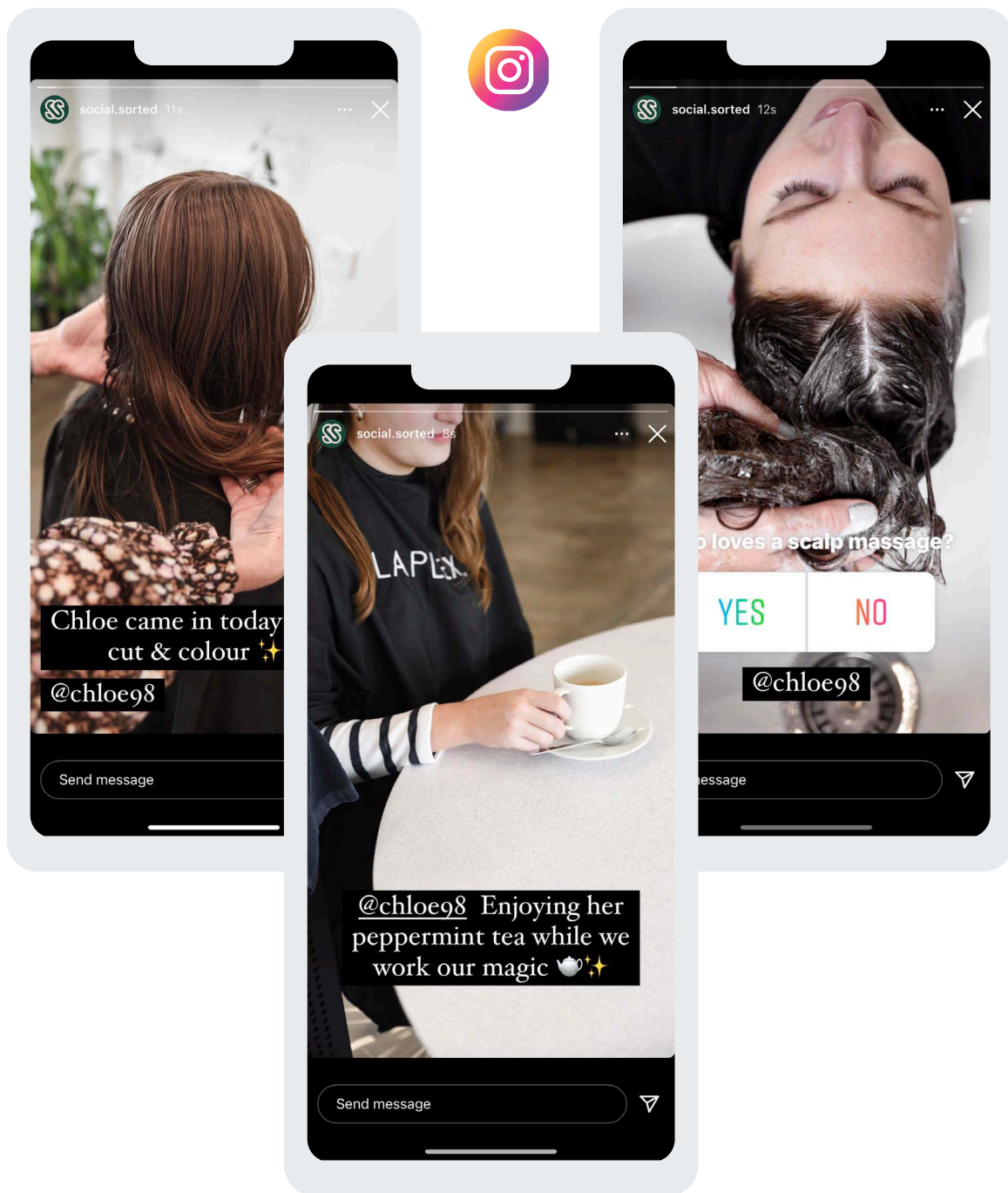


Social proof in Social Media Marketing

Social proof is the fancy term for when others adapt their behaviour to what other people are doing. It's like when you see someone doing something and then you copy and do it the same way (think about all the DIY hacks you've seen on socials that you've tried yourself).


11 ways to use a testimonial

1 IG STORIES



A simple way to integrate social proof into your socials, is to post a few stories of a client going through the treatment process.


To take this idea further, ask the client if they are comfortable to talk on camera and get them to post a few stories along the journey or explain how happy they are after the results/treatment.

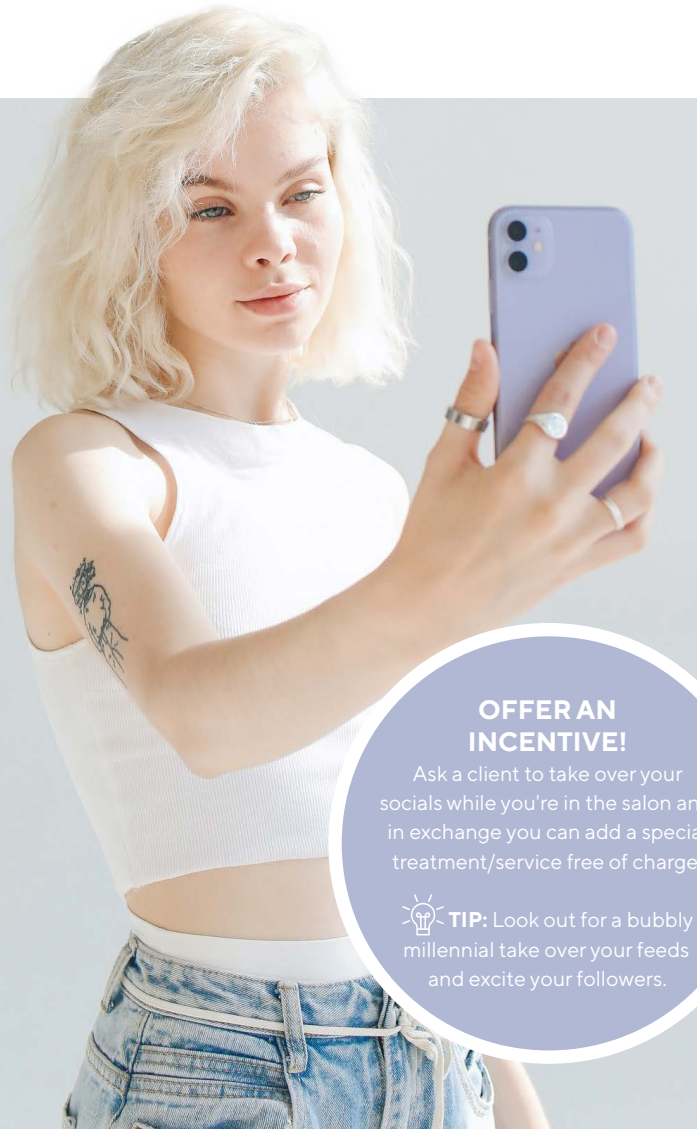
 **TIP:** Make sure you've asked their permission to re-share them on your story and if they have Instagram make sure to tag them.

2 CLIENT TAKEOVERS

Instagram or Facebook takeovers are a fun way to show your brand through a customer lens. Hand them your Instagram or Facebook and let them document the journey in your salon from start to finish.


This way it's completely authentic and your audience will get to experience the salon through a different viewpoint.

 **TIP:** Only hand your socials to a regular customer you trust and know; you don't want a customer to post something that could offend your audience or cause some reputational damage.

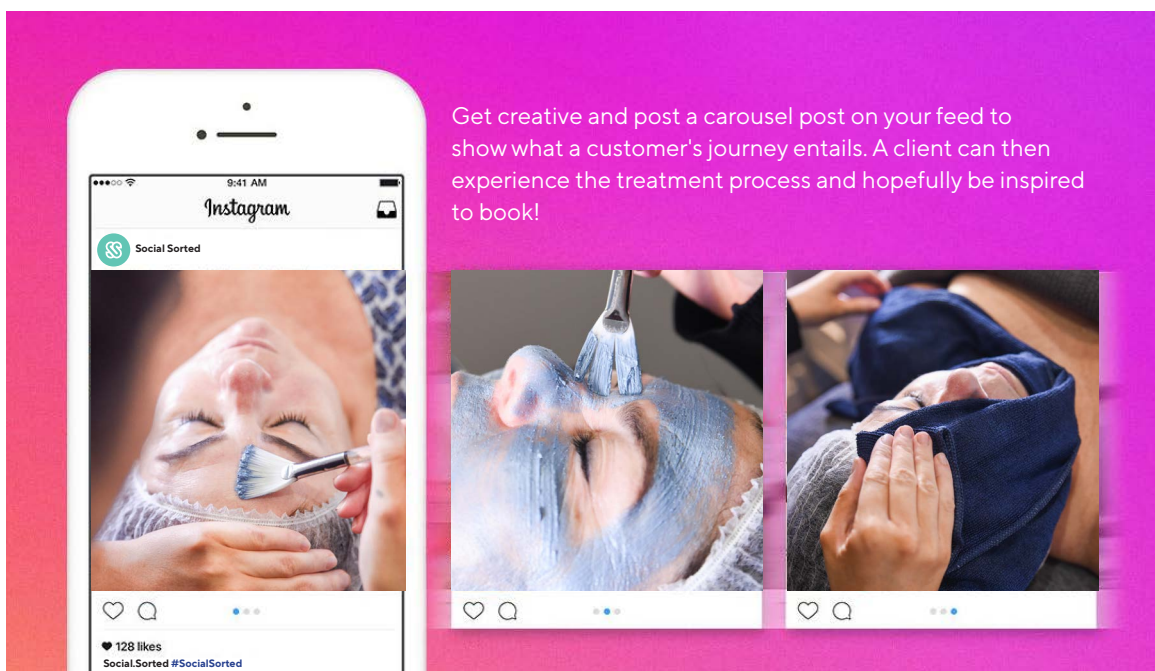


OFFER AN INCENTIVE!

Ask a client to take over your socials while you're in the salon and in exchange you can add a special treatment/service free of charge.

 **TIP:** Look out for a bubbly millennial take over your feeds and excite your followers.

3 CAROUSEL POSTS



Get creative and post a carousel post on your feed to show what a customer's journey entails. A client can then experience the treatment process and hopefully be inspired to book!

4 QUOTE POSTS

STORY POST



FEED POST



Ever received an amazing text, email, or raving review straight after servicing a client? Well bottle that gold up and turn it into a story or feed post to share with your audience.



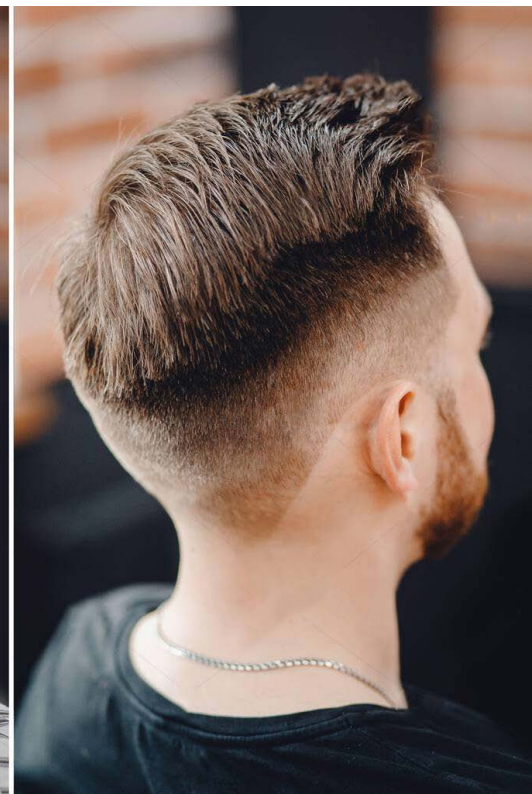
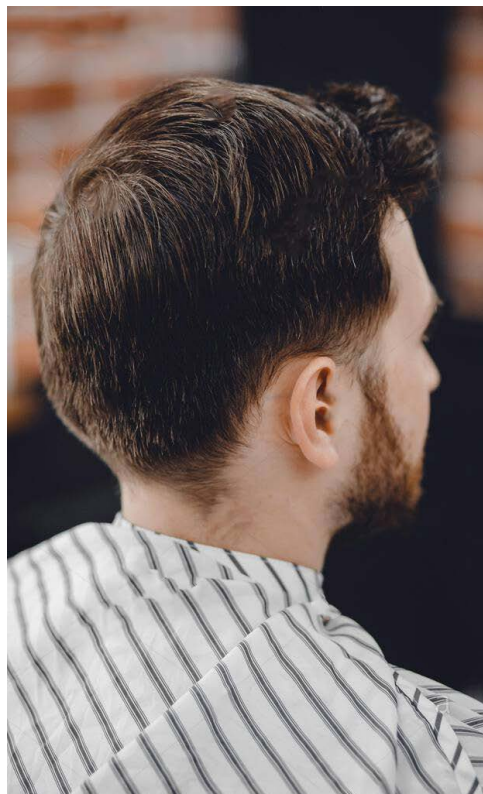
TIP: Ask for permission from the client before sharing the testimonial.

5

BEFORE AND AFTER

Share a before and after of a client to show the amazing results. In the caption explain why the client came to you, their goals and how you achieved them.

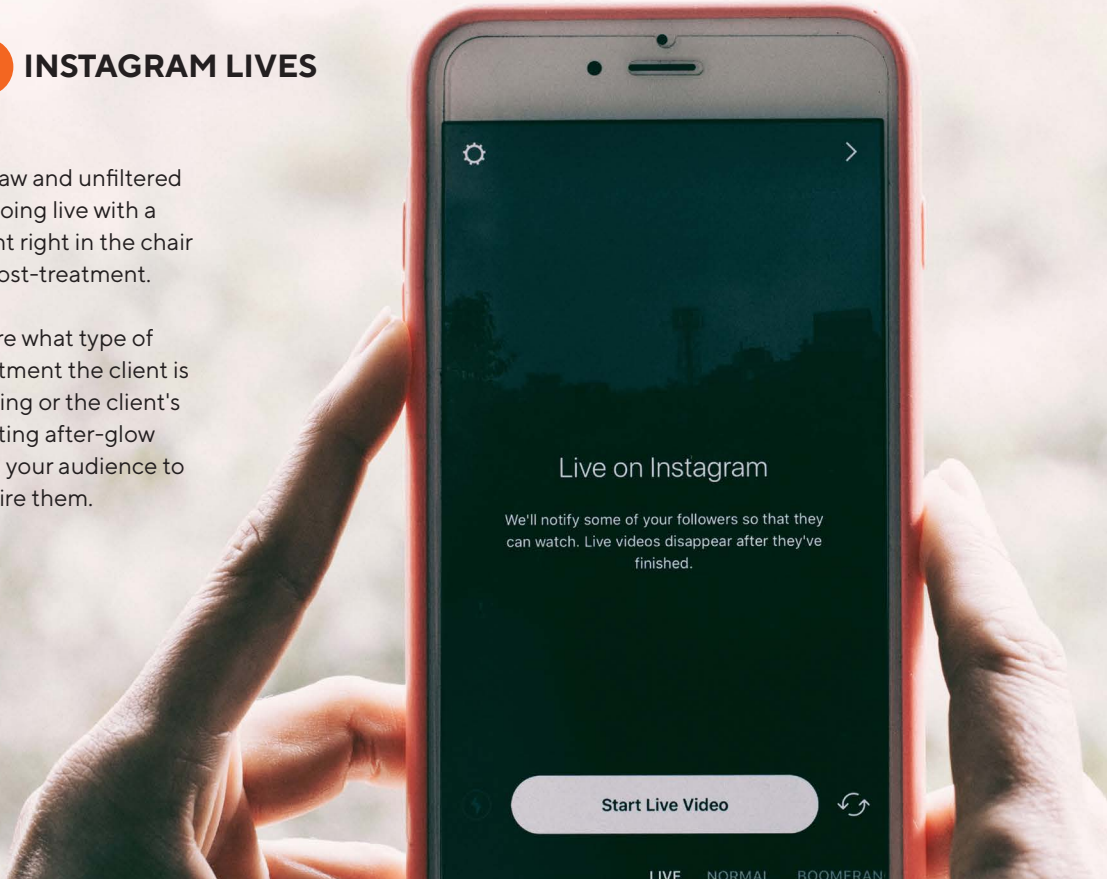
To polish the post, you can even add some quotes directly from the customer to make it more impactful.



6 INSTAGRAM LIVES

Be raw and unfiltered by going live with a client right in the chair or post-treatment.

Share what type of treatment the client is getting or the client's exciting after-glow with your audience to inspire them.

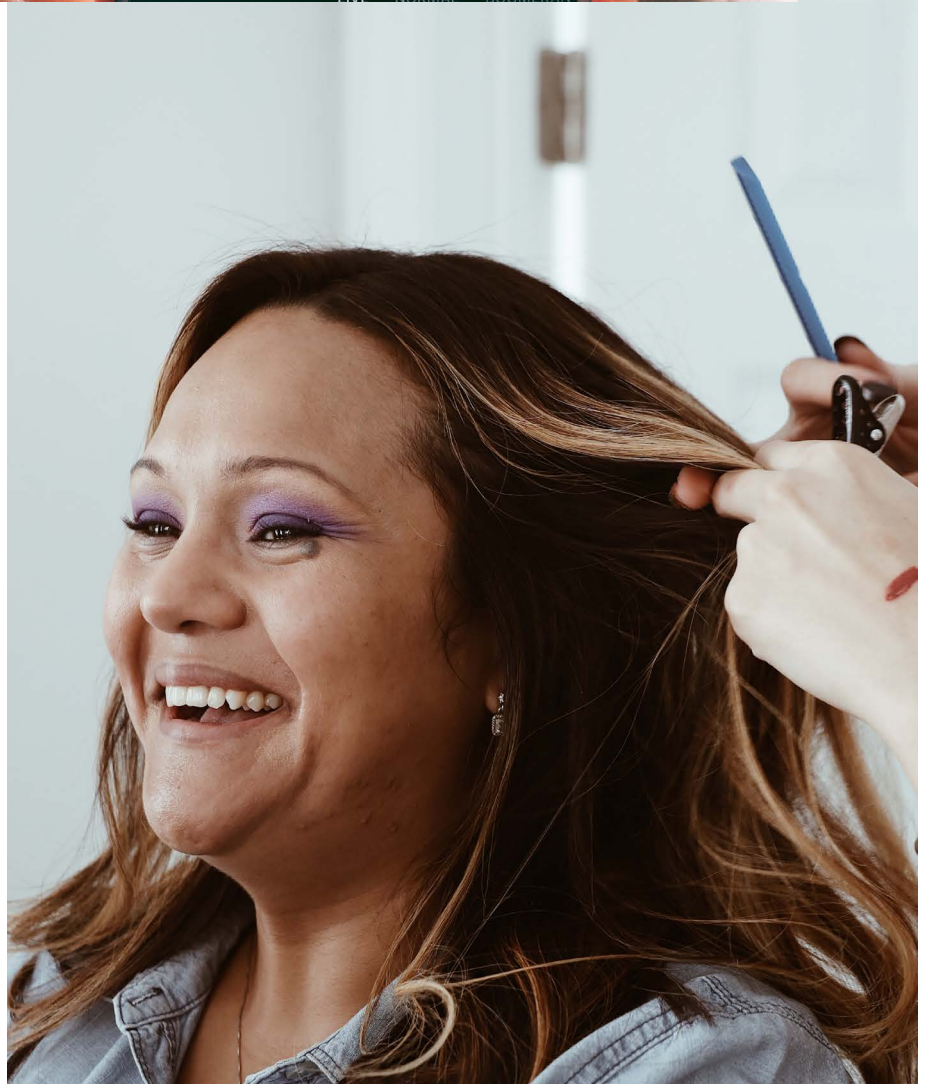


7

REELS – SHOW OFF THE PROCESS

Setup your phone on a tripod or stand it up against the mirror and record the whole process of a client's treatment. Snip the footage together and post it as an Instagram Reel or TikTok.

This will give your followers (and beyond!) a snapshot of what it's like to experience an appointment with you. They can binge-watch the whole process of a treatment and see the amazing transformation from start to finish.



8

INSTAGRAM REEL – BEFORE AND AFTER

Attention spans are shorter than ever. Capture your audience's attention with a fun reel (up to 30 seconds of video) featuring your client.

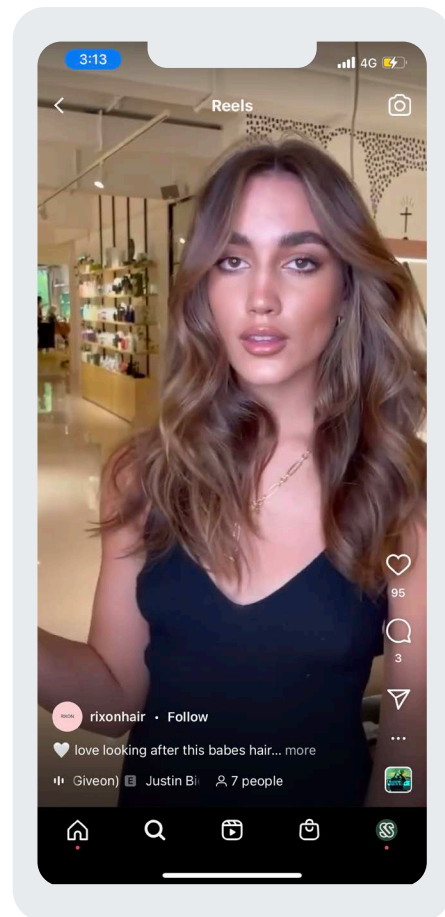
You could share a before and after reel or some snippets of the post-treatment look.

9

TESTIMONIAL CAPTIONS

Rather than displaying the testimonial as an image or video, you could simply share a written testimonial in the caption like...

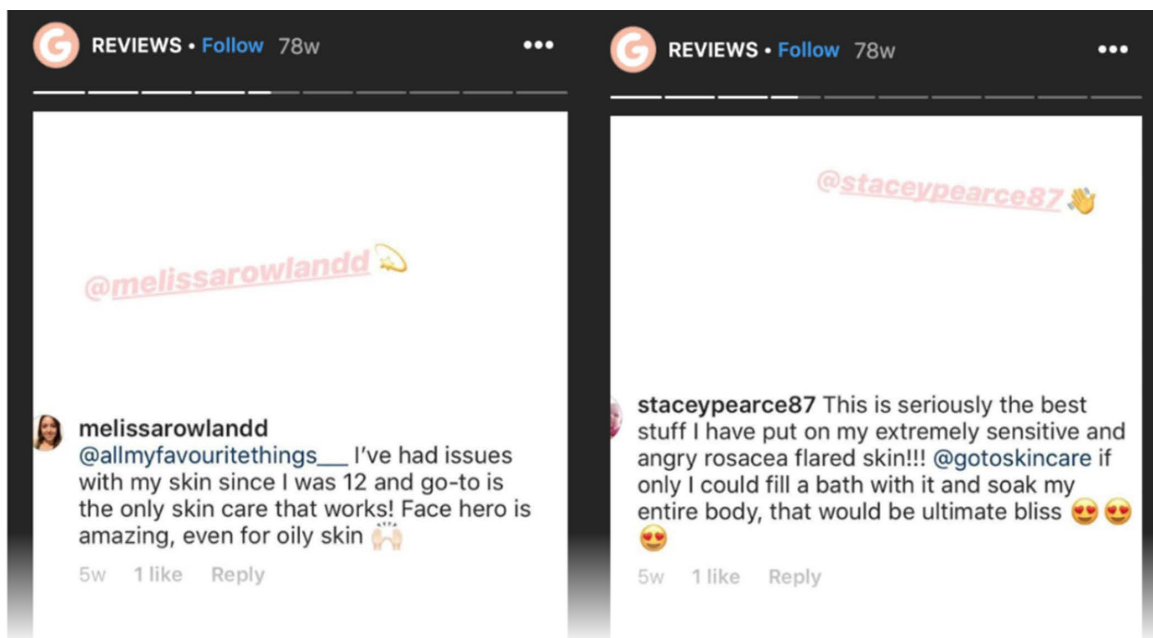
Chloe did an amazing job on my cut. It's my first short haircut and I was nervous! She listened to what I wanted and helped me find the right cut for me and my lifestyle. I couldn't recommend this salon ENOUGH! Go see them!



Source: @rixonhair

10

CREATE A 'REVIEWS' INSTAGRAM STORY HIGHLIGHT!



Source: @gotoskincare

A great way to highlight customer testimonials on your Instagram is to create an Instagram Story Highlight that holds all the customer reviews you've posted on your story. You can include testimonials that other users have posted on their story or page, comments, texts received or even emails.



SHARE BUSINESS MILESTONES!

Social proof can also be harnessed by sharing business milestones with your followers.

Keep a track of your internal numbers and share them every so often when you achieve some big business wins.

Potential milestones to share with your audience...

- How many years in business
- Serviced X amount of customers
- Reached X followers
- Fully booked for X amount of time
- Business anniversaries
- Number of bookings



How to encourage testimonials?

Wondering how do I get client testimonials? See a few strategies listed below.



TIP: Always ask for their permission to use their testimony (words or content).

1. ASK ON THE SPOT

If you notice a customer is in LOVE with their service, simply ask on the spot if you could take a quick pic, video, or quote to use on social media.

2. FOLLOW-UP TEXT OR EMAIL

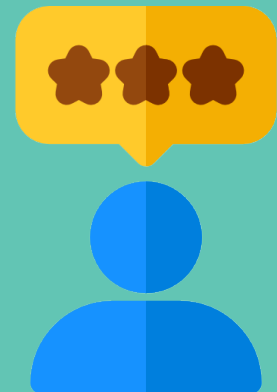
Send a follow-up text or email the day after to see how they have enjoyed their service and if you can use their response as a testimonial; this is also a fantastic opportunity to figure out if there are any ways your business could improve.

3. INSTAGRAM OR FACEBOOK DIRECT MESSAGE

Short on time? Simply send a quick Instagram or Facebook message asking how they enjoyed the service.

4. ASK FOR A GOOGLE REVIEW

Consumers are very familiar with Google reviews, at any point after the checkout (aka post glow up) ask them for a Google review which you can later use on your socials or website.





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