

Testimonial Marketing



Content Marketing Webinar V31

Byron White
Chief Idea Officer
ideaLaunch.com
@ByronWhite

Scott Mores
Business Development
Verified Credible

Robert Russo
CEO and Founder
Verified Credible



240 Commercial Street
Boston, MA 02109
617-227-8800

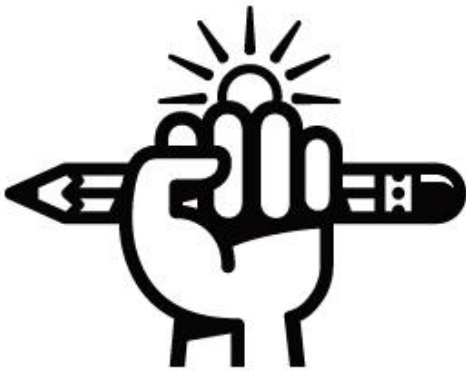


**What is
Content Marketing?**



**Rules and Guidelines for
Testimonial Marketing**

What is Content Marketing?



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It's the art of listening to your customers' wants and needs

- Search Box
- Social Media
- Web Analytics
- Keyword Popularity
- Customer Service
- Questionnaires
- Geo-Targeting



And the science of delivering it to them in a compelling way

- Articles
- Blogs
- Books
- eBooks
- RSS Feeds
- Printed Books
- Newsletters
- Videos
- Web
- Widgets



It's catching customers orbiting at high speeds

- Applet
- Desktop
- Events
- Information Portals
- Mobile
- Podcasts
- RSS Feeds
- Social Networks
- Video Portals



With information they want and need

- ➔ Downloads
- ➔ Deals
- ➔ Geo-Targeted Offers
- ➔ Interest-Targeted Offers
- ➔ Send to Friend
- ➔ Re-Tweet
- ➔ Likes
- ➔ Loves
- ➔ Repeat Visitation



It's testing campaigns to learn what works best

- ➔ A/B Testing
- ➔ Multivariate Testing
- ➔ Eye Track Testing
- ➔ Segmentation Testing
- ➔ Geo Target Testing
- ➔ Usability Testing
- ➔ Content Testing

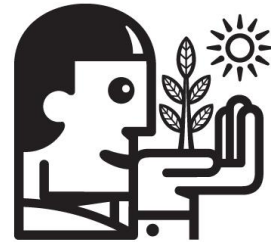
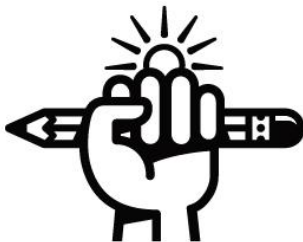
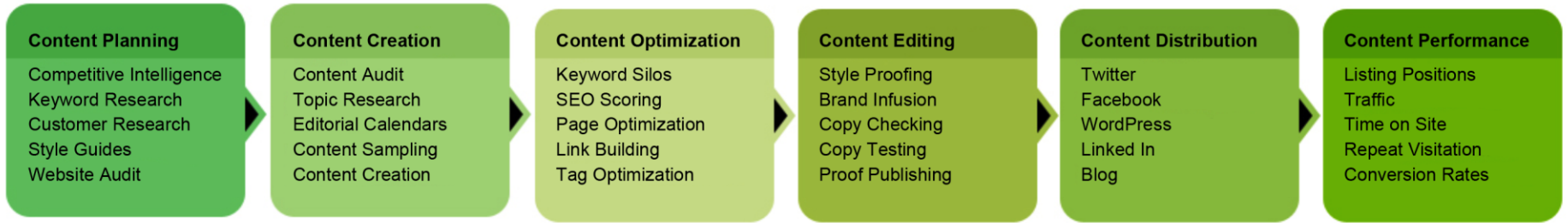


And finding the most efficient path to engagement and sales

- Score Engagement
- Qualify Lead
- Evaluate Intent
- Induce Trial
- Motivate Purchase
- Get the Sale
- Correlate Assets to Sale



Content Marketing is a Process and Workflow



Rules and Guidelines for Testimonial Marketing



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The FTC Guide in Review

- In 2007, the FTC began the process of **reviewing** its “Guides Concerning the Use of Endorsements and Testimonials in Advertising”
- In 2009, the FTC updated the guide recognizing the role **of self-regulation** with “new” social media platforms
- Only “**sponsored**” communications are subject to regulation and transparent disclosure is required for “material connections”
- There is **potential liability** for advertisers, advertising agencies, and endorsers for misleading and unsubstantiated statements made by the endorser
- Since 2009, there are many cases opened and closed with damages



What is an endorsement?

- Any advertising message that consumers are likely to believe reflects personal opinions, beliefs, findings, or experiences of a person or organization other than the sponsoring advertiser
- Endorsements include:
 - Verbal statements
 - Demonstrations
 - Depictions of the name, signature, likeness or other identifying personal characteristics of an individual
 - The name or seal of an organization



What is “not” an endorsement?

- Endorsements do not include:
 - Statements by consumer or user for a product or service without “material connection” to that manufacturer, seller or service provider
 - Statements by an identified company spokesperson



What are guidelines for endorsements?

- Must reflect the honest opinions, findings, beliefs, or experience of the endorser
- May not convey any express or implied representation that would be deceptive if made directly by the advertiser
- The Guides require the disclosure of any “**material connection**” between the advertiser/seller and its endorser
- A “material connection” is information that could impact the weight or credibility a **consumer** gives to the endorsement
- Disclosure must be clear and **prominent**
- **Language** should be easily understood and unambiguous
- Placement must be easily viewed and appear in a readable and noticeable font size/color



Define a “sponsored” endorsement?

- Consideration given to a speaker or blogger by an advertiser in the form of benefits or incentives (e.g., cash; free products; prizes; special access privileges)
- Relationship between the advertiser and speaker (e.g., employment)



Grey Zone: Exact Words

The endorsement message need not be phrased in the exact words of the endorser, unless the advertisement affirmatively so represents. However, the endorsement may not be presented out of context or reworded so as to distort in any way the endorser's opinion or experience with the product.



Grey Zone: X Customers

When the advertisement represents that the endorser uses the endorsed product, the endorser must have been a bona fide user of it at the time the endorsement was given. Additionally, the advertiser may continue to run the advertisement only so long as it has good reason to believe that the endorser remains a bona fide user of the product.



Grey Zone: Scientific Evidence

An advertisement employing endorsements by one or more consumers will be interpreted as representing that the product or service is effective for the purpose depicted in the advertisement....*Consumer endorsements themselves are not competent and reliable scientific evidence.*



Common Sense

"If there is a relationship that consumers would not expect, and it would effect the value, then it should be disclosed."

"Bloggers should identify a sponsored (paid) endorsement in the text of the blog, not a hyperlink or footnote, to properly and fully disclose such endorsement and comply with FTC guidelines."

"No one ever died from full disclosure"

Richard Cleland
FTC Division of Advertising Practices



What are the liabilities?

- Advertisers are subject to liability for false or unsubstantiated statements made through endorsements, or for failing to disclose material connections between themselves and their endorsers
- Endorsers also may be liable for false or misleading statements made in the course of their endorsements



Consequences for Breaking the Rules

For Release: 03/15/2011

Firm to Pay FTC \$250,000 to Settle Charges That It Used Misleading Online "Consumer" and "Independent" Reviews

A company selling a popular series of guitar-lesson DVDs will pay \$250,000 to settle Federal Trade Commission charges that it deceptively advertised its products through online affiliate marketers who falsely posed as ordinary consumers or independent reviewers.

The FTC complaint against Nashville, Tennessee-based Legacy Learning Systems Inc. and its owner, Lester Gabriel Smith, is part of FTC efforts to make sure that advertising to American consumers is truthful and not deceptive, whether the advertisements appear in traditional or newer forms of media.

The Learn and Master Guitar program promoted by Legacy Learning and Smith is sold as a way to learn the guitar at home using DVDs and written materials. According to the FTC's complaint, Legacy Learning advertised using an online affiliate program, through which it recruited "Review Ad" affiliates to promote its courses through endorsements in articles, blog posts, and other online editorial material, with the endorsements appearing close to hyperlinks to Legacy's website. Affiliates received in exchange for substantial commissions on the sale of each product resulting from referrals. According to the FTC, such endorsements generated more than \$5 million in sales of Legacy's courses.

<http://www.ftc.gov/opa/2011/03/legacy.shtm>



Examples

Example 8: A consumer who regularly purchases a particular brand of dog food decides one day to purchase a new, more expensive brand made by the same manufacturer. She writes in her personal blog that the change in diet has made her dog's fur noticeably softer and shinier, and that in her opinion, the new food definitely is worth the extra money. This posting would not be deemed an endorsement under the Guides.

Assume that rather than purchase the dog food with her own money, the consumer gets it for free because the store routinely tracks her purchases and its computer has generated a coupon for a free trial bag of this new brand. Again, her posting would not be deemed an endorsement under the Guides.

Assume now that the consumer joins a network marketing program under which she periodically receives various products about which she can write reviews if she wants to do so. If she receives a free bag of the new dog food through this program, her positive review would be considered an endorsement under the Guides.

<http://www.ftc.gov/os/2009/10/091005revisedendorsementguides.pdf>



More Information?

Upcoming Webinar

FTC Will Host Public Workshop to Explore Advertising Disclosures in Online and Mobile Media on May 30, 2012

<http://www.ftc.gov/opa/2012/02/dotcom.shtm>

Previous Webinar Slide Deck

Implications of Social Media Oversight on Communications and Marketing Efforts: the FTC's Perspective

Richard L. Cleland

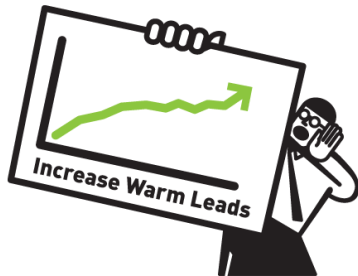
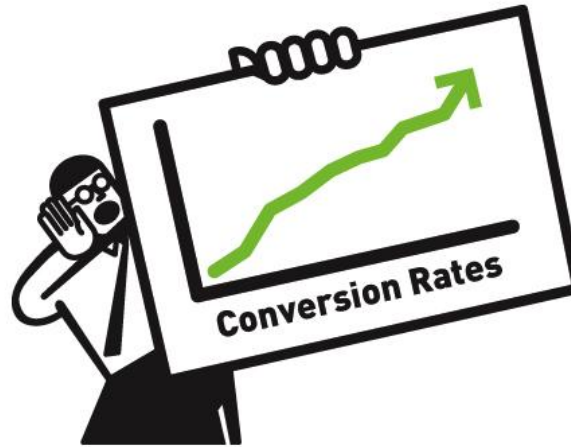
FTC Division of Advertising Practices

Bureau of Consumer Protection

<http://www.ideaLaunch.com/FTC>



Measuring the Bang for Testimonial Marketing



Byron White, ideaLaunch

Chief Idea Officer

Twitter: @ByronWhite

Byron[at]ideaLaunch.com

Phone: 617-227-8800 x 201



“The only marketing left is content marketing.”
Seth Godin

**Free 101 Content Marketing Tips Book
PDF Version Visit ideaLaunch.com/101**

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How to Use Online Reviews and Testimonials to Increase Leads and Conversion Rates

Hosted by:

Scott Mores

Business Development

Rob Russo

Creator and Founder

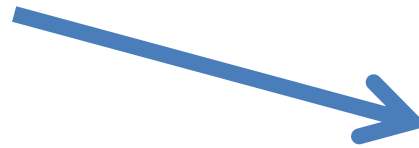


What we'll go over today

- How the Internet leveled the playing field between businesses and consumers and amplified the impact of customer testimonials
- 3 roadblocks businesses face to get happy customers to write reviews
- A word about the FTC and testimonial compliance
- An inside look at Verified Credible and how it helps businesses overcome those roadblocks and remain compliant



The growth of testimonial marketing



The growth of testimonial marketing

Word of mouth went from small groups of families and friends...



The growth of testimonial marketing

To thousands of people at the click of a button!



The growth of testimonial marketing

Today a *majority* of people rely on customer testimonials



The growth of testimonial marketing

Testimonials are an essential aspect of any marketing strategy

Online review sites

Sales pages



Google places



Business Websites

What our customers think

"Webfusion have been superb. Their customer service is great. The guys there respond very quickly and go above and beyond to help."

Jon Harvey technical director at Sonaa

sonaa



More happy customers



Online Business Reviews **Influence** Choices Local Consumers Make!

70 percent of consumers online trust the opinions of unknown users when making buying decisions online

WHY BUSINESSES USE VERIFIED CREDIBLE REVIEW ENGINE

The growth of testimonial marketing

heating and air conditioning chicago



About 1,890,000 results (0.41 seconds)

[Four Seasons Heating and Air Condition...](#)

www.fourseasons-chicago.com/

★★★★★ 48 Google reviews

↳ [Contact](#) - [Coupons](#) - [Careers](#) - [Service Request](#)



5701 West 73rd Street
Chicago
(773) 413-1200

[Chicago Furnace Repair | Chicago Air C...](#)

www.alltemp.com/

★★★★★ 22 Google reviews

↳ [E-Coupons](#) - [Address & Phone](#) - [Feedback](#)



4363 West Montrose
Avenue
Chicago
(773) 494-8040

[Deljo Heating & Cooling - Air Conditioni...](#)

www.deljoheating.com/

4 Google reviews



2700 N Campbell Ave
Chicago
(773) 248-1144

[HVAC Chicago, Air Conditioning, Furnac...](#)

www.bescoair.net/

★★★★★ 14 Google reviews



5406 North Elston
Avenue
Chicago
(773) 777-0200

[Mr. Duct Heating & Air Conditioning](#)

www.mrductcleaning.com/

★★★★★ 8 Google reviews



27 North Wacker Drive
Chicago
(312) 427-0085

[Chicago Home repair Am/PM Heating &...](#)

www.am-pmheatingandair.com/

★★★★★ 10 Google reviews




4446 N Moody Ave
Chicago
(773) 297-6862



The growth of testimonial marketing






web design



chicago

- 1** **Blueprint Design Studio, Inc.**  ←

 Web Site Design Service
435 N Michigan Ave, Chicago, IL ([map](#))
Neighborhood: Loop
9 Reviews
- 2** **Varsys Web Design**  ←

 Web Site Design Service
6160 N Cicero Ave, Chicago, IL ([map](#))
Neighborhood: Sauganash
8 Reviews
- 3** **Chicago Web Design - Indigo Design Company**  ←

Web Site Design Service
1631 S Michigan Ave, Chicago, IL ([map](#))
Neighborhood: Central
Special Offer: Free Consultation
8 Reviews
- 4** **Chicago Web Design - Ditley.com**  ←

 Web Site Design Service
155 N. Michigan Ave. Suite 734, Chicago, IL ([map](#))
Neighborhood: Loop
13 Reviews
- 5** **The Ocean Agency**  ←

Internet Hardware & Software Providers
200 N Michigan Ave Ste 500, Chicago, IL ([map](#))
6 Reviews

Getting good online
reviews isn't that easy

3 roadblocks businesses face with happy customers



Lack of motivation



Lack of effort



Lack of awareness

The FTC's crackdown on endorsements and testimonials

- Since October of 2009, the FTC has adopted a much stricter policy toward how businesses and advertisers can use testimonials
- They are cracking down on false testimonials and unsubstantiated statements, and putting the liability on businesses



The FTC's crackdown on endorsements and testimonials

FTC settles complaint about fake video game testimonials

 Recommend  One person recommends this. Be the first of your friends.

content by  IDG

By Grant Gross at [IDG News Service/Washington Bureau](#)
Thu Aug 26, 2010 10:00pm EDT

The U.S. Federal Trade Commission has settled a complaint it made against a public relations firm accused of using employees to pose as ordinary customers to post reviews of video games on Apple's iTunes store, the agency said Thursday.

 Tweet 1

 Share

 Share this

 +1 0

 Email

 Print



FTC lawsuit targets acai berry marketing ads that pose as legitimate product reviews

Monday, January 09, 2012 by: Ethan A. Huff, staff writer

FTC Charges Promissory Note Pitchman With Deceiving Consumers

Infomercial Falsely Claims It's Easy to "Find 'Em," "List 'Em," and "Make Money" Agency Also Settles Charges Against Consumer Who Gave Allegedly Misleading Testimonial

Attorney General and FTC File Lawsuit Against Branford-Based Internet Weight-Loss Companies

Three Branford businesses face charges for allegedly using unfair and deceptive practices to advertise, market and sell dietary supplements, purported to be weight-loss and colon cleanse products, over the Internet.

December 1, 2011

The FTC's crackdown on endorsements and testimonials

[Brian Tracy's Testimonial Contest | Brian Tracy International](#)

www.briantracy.com/files/pages/testimonials.html

We have officially launched the Brian Tracy 30-day **testimonial contest**. We would love for you to share your best story of how Brian Tracy has helped you ...

[Video Testimonial Contest | PHP Shopping Cart Software ...](#)

www.pinnaclecart.com/win-a-freeipad/

Like iPads? So do we! Here's your chance to win a cool, new iPad just for telling us about your experience using Pinnacle Cart. It's easy - turn on your webcam ...

[CDPE Client Testimonial Contest - YouTube](#)



www.youtube.com/watch?v=bCwfQYeYhVE

Jun 16, 2009 - 3 min - Uploaded by CDPEnow

Welcome to our groundbreaking CDPE Client **Testimonial Contest**, where clients tell stories about how CDPE ...

[More videos for testimonial contest »](#)

[TESTIMONIAL CONTEST « Havelock Country Jamboree](#)

<https://www.havelockjamboree.com/testimonial-contest/>

See below, the winners from our first ever "Testimonial Contest". Most Memorable Winner – Jeanette T. Newbie Winner – Trudy C. Funniest Winner – Michelle C.



[JomSocial Video Testimonial Contest!](#)

www.jomsocial.com/video-contest.html

JomSocial Video **Testimonial Contest**. Top 5 videos wins iPod Nano 8GB! We'd love you to tell us (and the world) why you love JomSocial so much. In fact, we're ...

[Testimonial Contest Winner!](#)

www.surthrival.com/news/testimonial-contest-winner/

We Are Excited to Announce the Winner of our **Testimonial Contest!** We received wonderful entries from our participants in our **testimonial contest** over

**What does this all mean for
businesses and advertisers?**

How to use online reviews to your advantage

- ✓ Motivate your customers to write reviews
- ✓ Make it very simple
- ✓ Have a proactive plan
- ✓ Get your reviews on all the major review sites
- ✓ Be able to verify the credibility of your reviews



A simple solution for
advertisers and business
owners:





Special deal for webinar attendees!

- Verified Credible list price: \$99.99
- **Your price: \$84.99/month**
- **15% off all other service levels**
- Special pricing offer expires in 72 hours



Sign up today:

1. Go to www.verifiedcredible.com
2. Click “Pricing”
3. Select your service level
4. Enter coupon code: writeraccess