

Non-profit Marketing: Using Testimonials

Using testimonials in marketing is a good idea to increase a company's chances of making money. An effective testimonial marketing campaign will help a company to grow and move closer to success (Using Testimonials In Marketing and Advertising Effectively, 2009). Non-profit groups add significantly to the enhanced quality of daily life. They manage to do very good work with a dramatic lack of marketing funds. This doesn't always generate a problem but does often call for imaginative approaches. The average American adult is exposed to 5,000 marketing communications every single day. Consequently, the first step is justifying a non profit's existence in the public mind. The public must appreciate why the non-profit exists. Whatever the cause, the best marketers are the group's members. It is significant to make the course easy for them by putting the reasons and goals into a statement that explains the organization in less than 30 seconds. Once a group knows how to articulate their organization's purpose, the next step is to make available reasons for unaffiliated community members to care about the company. It is important to explain why the group is different, better or more deserving than competing groups (Aldrich and Bernardo, 2010).

Testimonials are convincing because they're custom made. In contrast to the normal language that most businesses use included in brochures and websites about being empathetic or caring or receptive, the best testimonials express those same notions by way of instances drawn from a person's personal experience. Additionally, testimonials often focus on points that matter to probable clients, but that a company might not see as important. On the other hand, a poorly carried out testimonial can often do more harm than good (Marketing Through Testimonials: Giving and Receiving, 2009).

Testimonials are suitable for almost any type of service that is offered. Testimonials from clients on everything from their happiness with a company's work to ones behavior are suitable. A company can include testimonials into their marketing materials in a number of different ways. For instance, they can include testimonials in written brochures and on their website. Some groups decide not to make public testimonials and only make them available on demand instead (Marketing Through Testimonials: Giving and Receiving, 2009).

Marketing materials that utilize testimonials usually in order gain more footing or notice when authorized by other individuals who do not get paid to support the company. The testimonials included in marketing materials can make a lot of visitors into paying customers. Testimonials ought to not only make possible customers understand that other customers have gladly bought from a company prior to, but they should also make possible customers feel totally safe and prepared to buy after reading a testimonial. Testimonials should subsist to both make customers feel secure and make clients ready to buy right away. Testimonials are a type of a social link between possible customers and existing clients (Things to Include in Your Website Testimonials, 2010).

There are three ways to do testimonial marketing effectively. First is how the testimonials are written. It's highly suggested that an organization give specific and powerful testimonials, the type that really have an impact. By doing so, they are giving themselves a fair chance of ranking better on the materials that they have offered their testimonials to. The public won't be convinced by words that aren't definite. A company needs a solid statement. When using testimonials in marketing or promotion of a business, it doesn't necessarily mean that one should cater to every material needing that testimonial. One has to be picky at times so as not to lose credibility (Using Testimonials In Marketing and Advertising Effectively, 2009).

References

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